

LIFE



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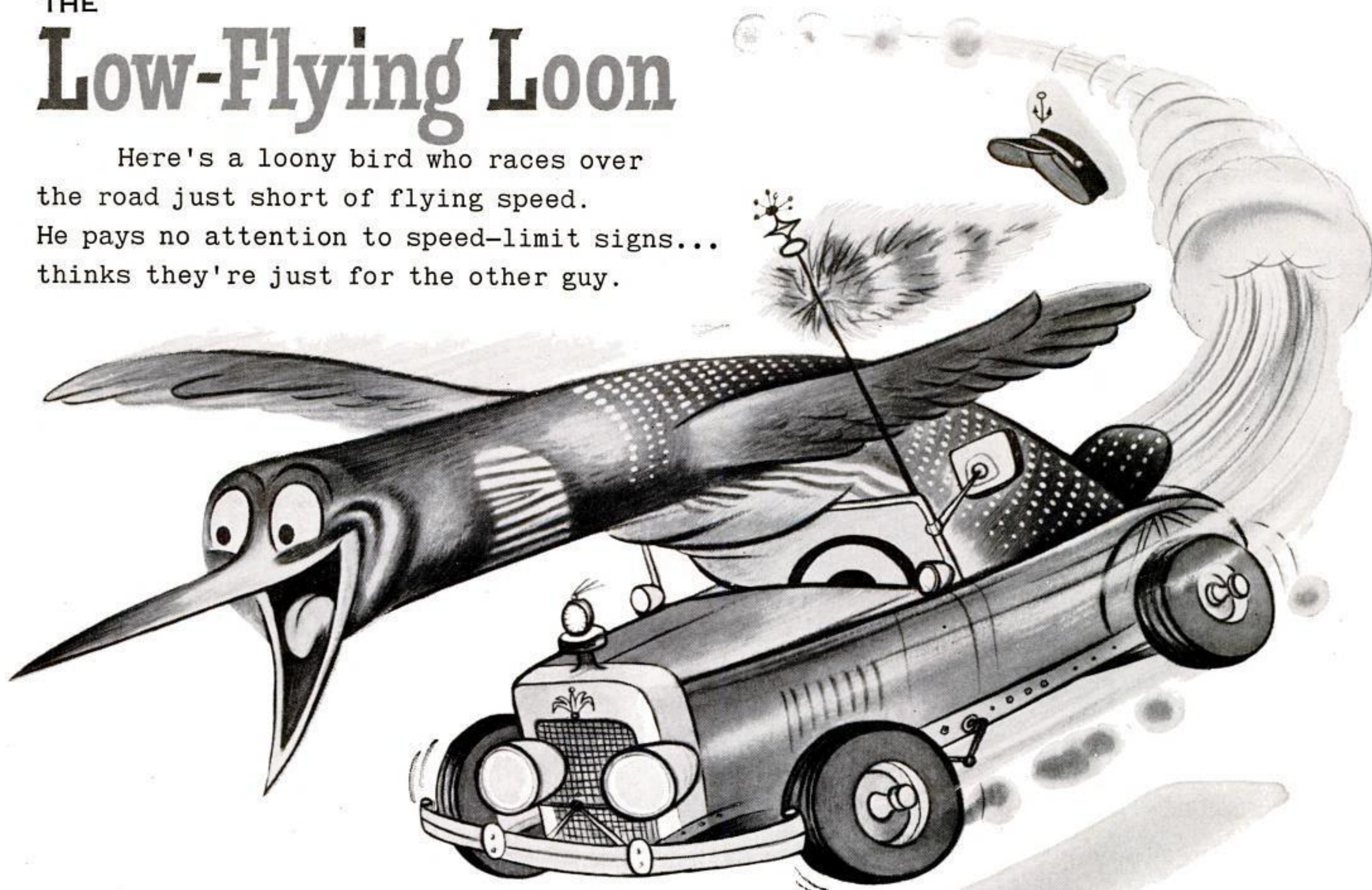
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IKE AT GENEVA

Faith, a millionfold

While Perón observes his uneasy truce with the Church in Argentina, nearly a million Catholics gather in Brazil for a solemn reaffirmation of their faith.



HOLY VESSELS IN RIO

The glow of Paris

The young Austrian photographer Ernst Haas, who discovered a surprising way of looking at the brash and youthful metropolis of New York (LIFE, Sept. 14, 21, 1953), now turns his poetic camera on the old and worldly metropolis of Paris and captures in color the careless glitter and the reflective beauty of the serene, voluptuous and altogether bewitching city by the Seine.



PARIS REFLECTION

A cordial Red invasion

A dozen Russian farmers on an exchange visit affably sample spontaneous American hospitality as they find out what makes Iowa corn grow so tall.



RED HEADS IN U.S. CORN

Revolution from rocks

Geologist Franc Joubin set off a revolution in the economy and the way of life of what became the fabulous Blind River uranium field.



PROSPECTOR JOUBIN

10

COVER

Leaders of Big Four match smiles in the garden of the Palais des Nations in Geneva (see pp. 10-19)

THE WEEK'S EVENTS

The great spectacle of the meeting at the summit in Geneva	10
A Look at the World's Week	20
A conspicuous fugitive is caught at last: with wife and kiddies	
embezzler John Siemer had escaped for 10 months	22
A show of faith lights up Rio: Catholics from 34 countries	
gather to celebrate the Eucharist	24
Soviets eye Iowa's ears: Russian farm experts find out the	
why of "That's Where the Tall Corn Grows"	30

EDITORIAL

Eisenhower and Geneva	29
---------------------------------------	----

PHOTOGRAPHIC ESSAYS

The glow of Paris: it evokes a city's many moods.	
Photographed for LIFE by Ernst Haas	56
A persistent man sets off a new way of life: Canada's Blind River	
is throbbing capital of world's richest uranium field	78

ARTICLE

Joubin of Blind River: William Brinkley describes how the	
veteran prospector found a pot of uranium at the end	
of a rainbow he chased for 20 years	85

FASHION

The ruffled male: an ancient fashion of formal shirts with frilly	
fronts is revived by U.S. Beau Brummells	37

MODERN LIVING

Throwaway living: dozens of disposable housewares eliminate	
the chores of cleaning up	43

MOVIES

A diabolic preacher runs amok: Robert Mitchum is a chilling	
villain in "Night of the Hunter"	49

ANIMALS

Giraffe reacts against a no-feeding sign	54
--	----

SPORTS

The disabled Dodgers: with most of their regulars out with	
injuries they suffer but do not sink	69

BUSINESS

A rising young efficiency expert becomes an ingredient in	
Talbott's Mulligan stew	75

PARTY

Beauty show chaperon: Mrs. McCreary fends for her flock,	
but her misses miss winning the Miss Universe contest	96

OTHER DEPARTMENTS

Letters to the Editors	7
Speaking of Pictures: head over heels in love	8
Miscellany: trucker takes a powder	98

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14—FRANK SCHERSCHEL	54—BY HENRI TAUXE, ZURICH
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16, 17—T. LT. JOSEPH MCKEOWN FOR PICTURE POST—	70—U.P.—YALE JOEL
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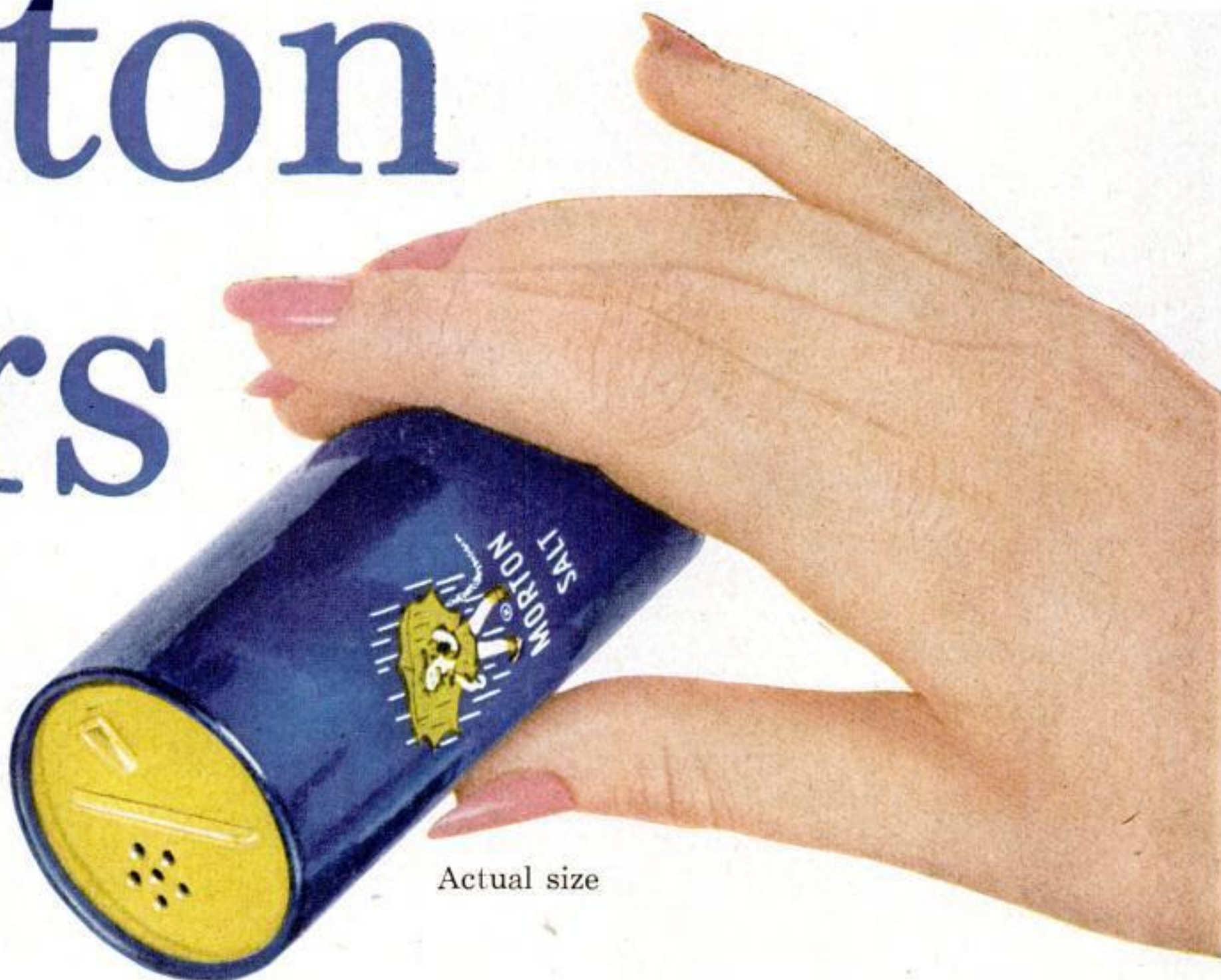
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LETTERS TO THE EDITORS



COWGIRL JEAN ANNE EVANS

YOUNGEST COWGIRL

Sirs:

Have you a picture of 15-month-old Jean Anne Evans ("Youngest Cowgirl," LIFE, July 11) that shows more of her face and less of her horse?

BILL GRAYDON

Los Angeles, Calif.

MENTAL ILLNESS: NEW HOPE

Sirs:

I am proud of LIFE for the Editorial on mental illness ("Mental Illness: The New Hope," LIFE, July 11). I am on the board of both the local and the national Association for Mental Health, and I am sure you have inspired many people to work to overcome this illness and the great unhappiness it causes.

DON HARTMAN
Chief of Production

Paramount Pictures
Hollywood, Calif.

Sirs:

If we should cure and discharge all mentally ill with these new and perhaps God-sent wonder chemicals, pray tell me who will then step forward to "sign them out" and assume full responsibility for their next meals, their new bed and their re-education?

J. LOUIS COBB SR.

High Point, N.C.

Sirs:

Last fall Harvard and Radcliffe volunteers organized a small committee, now grown to more than 200 young people, to do social work at Metropolitan State Hospital in Boston, where a lack of funds makes adequate care for the patients impossible without aid from volunteers. We see no reason why projects like ours cannot be initiated in schools throughout the country.

ANN RABINOWITZ

New York, N.Y.

ROUGH ON THE GIRLS

Sirs:

Your article "Rough On the Girls" (LIFE, July 11) is one all mothers of American girls should read. In many small towns like mine there are not enough people interested in us kids to take time out to help us form a Scout troop. But the very ones who won't help are the ones who always complain about "the younger generation."

JACKIE TAYLOR

Baytown, Texas

DRAFTEE IN PEACETIME ARMY

Sirs:

"Draftee in a Peacetime Army" (LIFE, July 11) was most interesting. The American public does not realize that many thousands of young men are being drafted into the Army monthly. Thank you for an article which made us feel that we are needed if not appreciated.

PVT. MUIR A. GILBERT
PVT. JOHN J. SPIEGELMAN

Fort Sam Houston, Texas

Sirs:

How can we ever have a well-disciplined peacetime Army if you show our soldiers breaking military rules and regulations? You mentioned that changing from uniforms to civilian clothes was forbidden, but did you know that smoking in bed is also forbidden? A trainee's having a car is also an infraction. If he hadn't had his car, his uniforms, which are still government property, would not have been stolen.

LEON M. ORLOFF
2nd Lieutenant USAR

Houston, Texas

Sirs:

Your observation "civilians seem indifferent or sometimes hostile to soldiers" brought to my mind a verse that appears in the Army *Officer's Guide*:

God and the soldier we adore
In time of danger, not before:
The danger passed and all things righted,
God is forgotten and the soldier slighted!

ANN SHEALY
1st Lieutenant WAC-USAR

Lexington, S.C.



VICTORIOUS PENN CREW DUNKS COX

LOOK AT THE WORLD'S WEEK

Sirs:

Your coverage of the world-famous Henley crew race ("Pair of Bobbles and a Bobbling Boater," LIFE, July 11) shows two unfortunate bobbles made by two crews that didn't figure in the winning column. How about our famous Penn crew that beat the University of British Columbia in the finals of the Grand Challenge Cup?

T. PERCY HEPWORTH

Larchmont, N.Y.

STEINBERG AT THE BAT

Sirs:

As a former sportswriter and a lifelong baseball fan, I think the Saul Steinberg cartoons ("Steinberg at the Bat," LIFE, July 11) are the most interpretive I've ever seen of the national pastime.

FRED WITTNER

New York, N.Y.

Sirs:

Artist Saul Steinberg struck out with his portrait of baseball's "Corrugated Catcher." His catcher is a left-hander and with one brief exception, Pittsburgh's Dale Long, presently a first baseman, there have been no southpaw receivers in the major leagues for many years.

SAM SECHSER

Vermillion, S. Dak.

• There are, however, some oldtimers who caught left-handed 50-odd years ago: Joe Wall, John Donahue, Fred Tenney, John Clements, Michael Hines and Ferguson Malone.—ED.

TEEN-AGE TERROR ON N.Y. STREETS

Sirs:

The day that I read "Teen-Age Terror on the New York Streets" (LIFE, July 11), a friend remarked, "Juvenile delinquency is a figment of the American mind put there by comic book writers with vivid imaginations." What must we do to awaken these Rip Van Winkles who refuse to recognize wayward youth as a serious American problem?

CHARLES L. MARKS

Baltimore, Md.



LOGAN IN KANSAS RAIN

YOUNG STAR'S PICNIC

Sirs:

Our cantankerous Kansas weather really put on a show for the stars of *Picnic* ("A Big Picnic For a Young Star," LIFE, July 11). From the first day of shooting we had rain, hail and then more rain. In spite of these handicaps Mr. Logan remained courteous and patient. We welcome him back any time.

MRS. JOHN ALDEN

Hutchison, Kan.

SWEET IN THE HEAT

Sirs:

I was fascinated with your recipes for summer desserts ("Sweet in the Heat," LIFE, July 11). However in your recipes you mention noncaloric sweetener tablets but you do not tell what kind to use or the strength of the tablets.

MRS. SAMUEL A. BEARDSLEY

Utica, N.Y.

• Sweetener tablets are made of saccharin or cyclamate; either type tablet may be used in LIFE's recipes—a tablet equaling one teaspoonful of sugar.—ED.

Sirs:

Your "Sweet in the Heat" article could be misleading. A normal adult requires more than 2,000 calories per day. A level teaspoonful of sugar contains only 18 calories. Substituting an artificial sweetener for sugar does little in reducing the total caloric intake.

H. B. HASS

New York, N.Y.

SHELTER TESTS TEXAS FAMILY

Sirs:

Re "H-Bomb Shelter Tests Texas Family" (LIFE, July 11), in a civil defense test our family lived in our home for three days and nights without utilities of any kind. We too found boredom a major problem. We played parcheesi and bingo, using a lemon drop as the prize. Our dog, cat and birds were confined with us—what a problem to keep a collie inside that long.

STELLA GEORGE

Long Beach, Calif.

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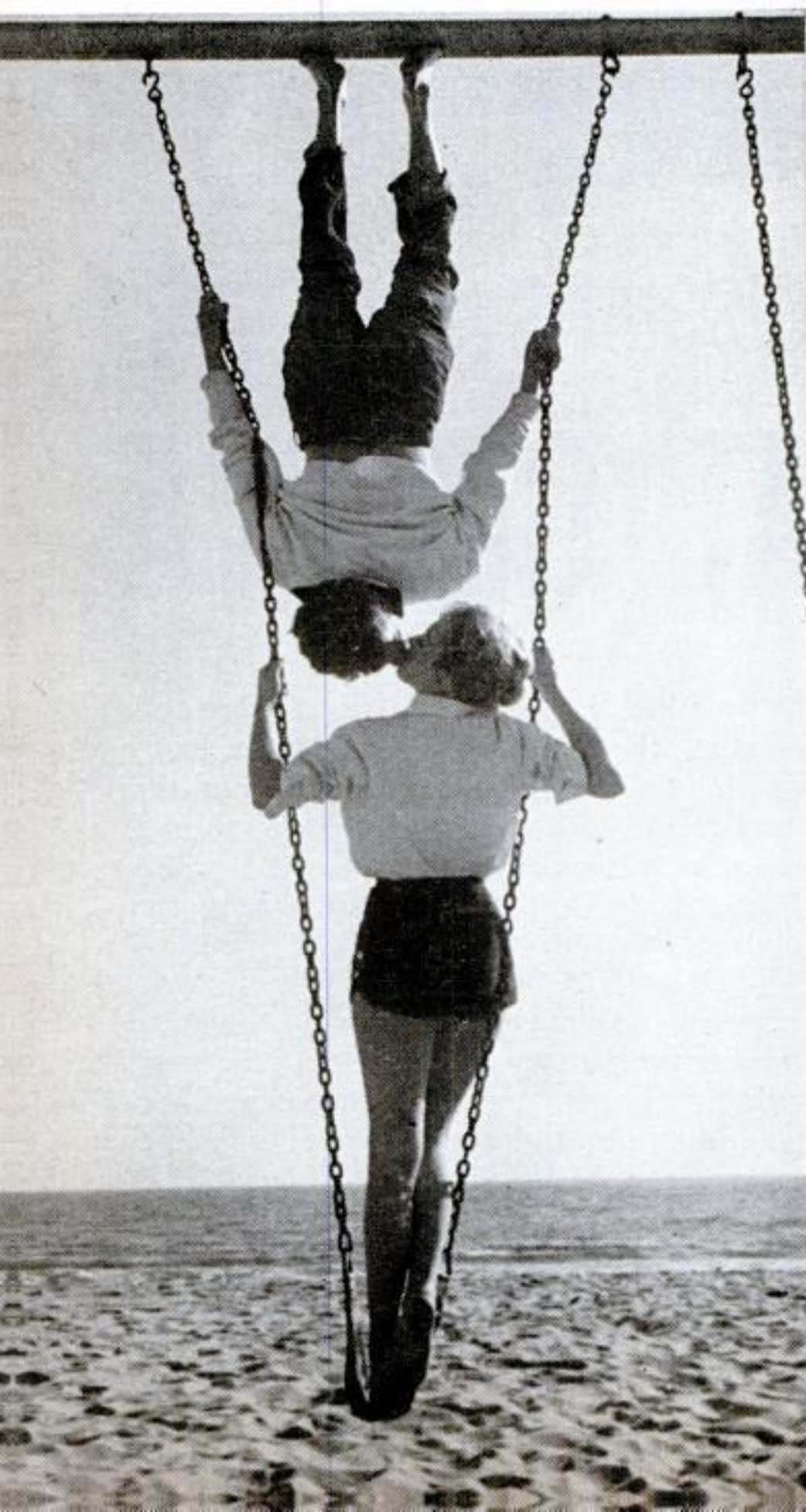


Head over Heels in Love

The things a man will do to woo a woman are just about unlimited. But nobody is known to have tried courtship by acrobatics before Movie Actor Russ Tamblyn began to woo 17-year-old Venetia Stevenson in Hollywood.

Russ, who was 1952 collegiate state tumbling champion and did acrobatic dancing in the film *Seven Brides for Seven Brothers*, is bombarded with requests to do somersaults and handstands. To oblige his public and amuse his girl, whom he dates on a steady basis, Russ demonstrates here the feelings of an acrobat head-over-heels in love. So overcome by emotion he walks upended on air (*left*), he then goes into an ecstatic swan dive (*above*), an upside-down swing kiss (*right*) and winds up on the beach doing a love-propelled backflip.

SPEAKING OF PICTURES





SERIOUS. President Eisenhower is in prayerful attitude as parley opens. He said that all humanity prays that parley set the world on path to peace.

SMILING. Russian delegates depart at the end of the opening session. In front, from the left, are Khrushchev, Zhukov, Bulganin and Molotov.

EARNEST AMERICAN AND SMILING RUSSIANS THE GREAT SPECTACLE AT GENEVA

In all history no diplomatic confrontation had been buoyed by greater drama, accompanied by more hope on the part of millions or more haunted by the fear of disillusionment. When the dramatic meeting of East and West "at the summit" finally took place in Geneva, it was exactly two years, two months and seven days since Sir Winston Churchill proposed it. It represented an attempt by the West—and apparently by Russia as well—to build a diplomatic bridge over the gulf which has divided the world for 10 years. "We are here," President Eisenhower told Russia's Nikolai Bulganin, Britain's Sir Anthony Eden and France's Edgar Faure, "in response to a universal urge."

It was a majestic sight as the leaders of the four powers sat down together (*see cover*), but interest centered on the Russians, who fulfilled the promise of their recent cordial behavior by showing up all smiles. Bulganin pronounced himself "in complete agreement" with Eisenhower on the need to lift artificial East-West barriers. Obviously eager to facilitate contact with Eisenhower personally, he had brought along the President's wartime friend, Defense Minister Marshal Zhukov.

But as the conference wore on it became a contest between Eisenhower and the Kremlin for the ideological leadership of the world. It was on the fourth day that Eisenhower won

that one hands down. Without warning even his allies the President offered to exchange defense blueprints with the Russians and proposed reciprocal freedom to photograph each other's war installations (*see Editorial, p. 29*). The world was electrified; the Russians seemed stunned.

When the conference ended the big issues of Germany (referred to the foreign ministers) and disarmament (referred to the U.N.) were unsettled. In his concluding statement Eisenhower reminded the world, "We did not come here to reach final solutions." Bulganin said, "We got to know each other better." Each side felt it had accomplished something (*see p. 18*).





IN CONFERENCE ASSEMBLED, delegates gather in Council Room of the old League of Nations palace. Soviet delegates (*left*) include Khrushchev, Bulganin,

Molotov and Gromyko. U.S. delegates (*top*) include Assistant Secretary Livingston T. Merchant, at Secretary John Foster Dulles' right, and State Department



Counselor Douglas MacArthur II, at Eisenhower's left. The French (*right*) are led by Foreign Minister Pinay, second from the far end, and, at his left, Premier

Faure. Among the British delegates (*bottom*) are Foreign Secretary Macmillan, adjusting glasses, and Prime Minister Sir Anthony Eden, on Macmillan's left.

CONTINUED



EDEN'S 18TH CENTURY VILLA ONCE HOUSED BELGIUM'S EX-KING LEOPOLD III



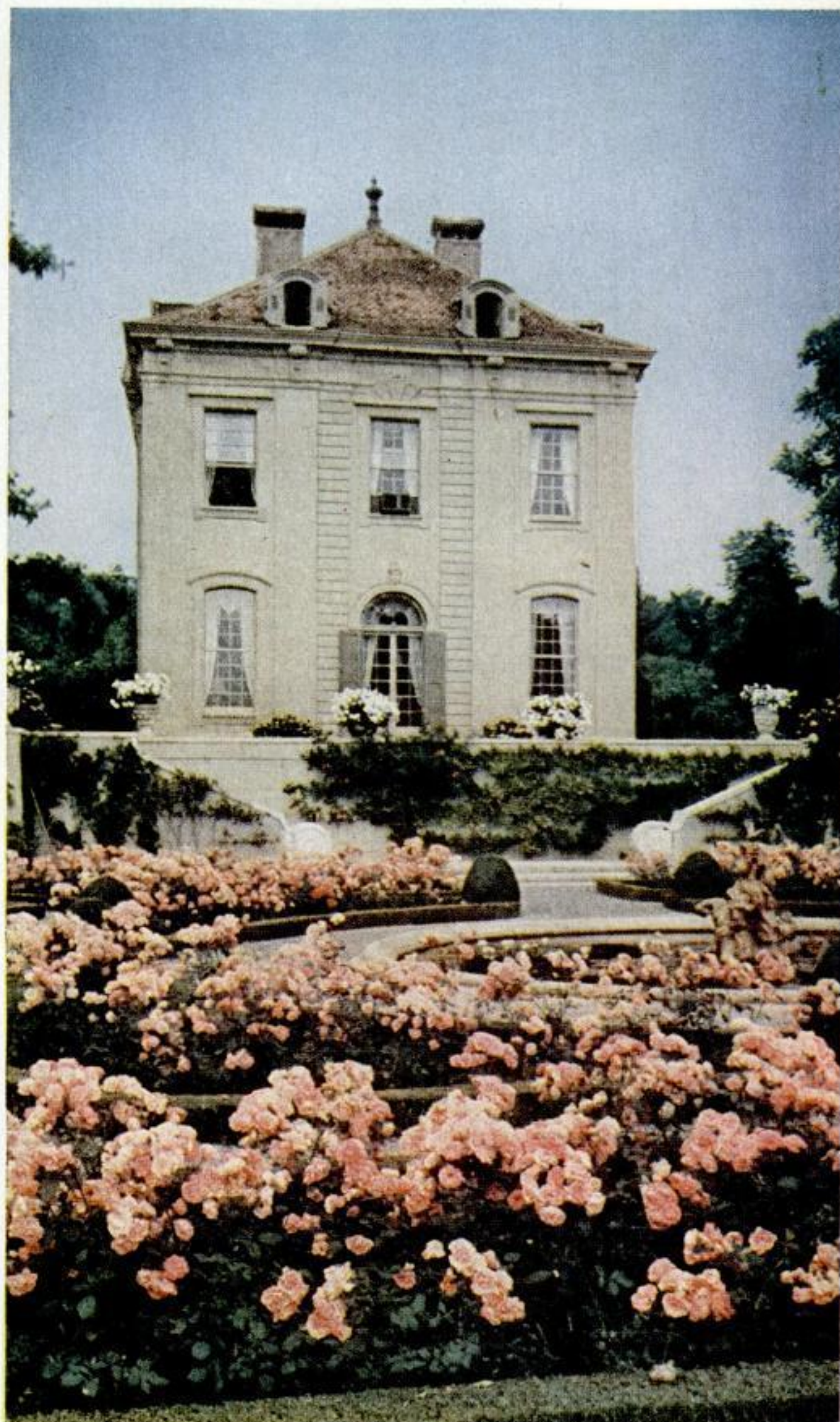
FAURE LIVED FARTHEST FROM GENEVA IN HOUSE BUILT BY FRENCH BANKER



THE OLD RUSSIAN LOOK—ONLY BULGANIN'S GATEHOUSE IS SEEN FROM ROAD

Summit CONTINUED

PLEASANT VILLAS FOR BIG FOUR



U.S. PRESIDENT LIVED IN SPACIOUS 15-ROOM ESTABLISHMENT NEAR LAKE



EISENHOWER GOT CHUCKLE FROM DEMOCRATIC-LOOKING DONKEY ON LAWN

... AND SOME FUN ON THE SIDE

None of the Russians brought their wives to the conference, so the ladies' auxiliary at Geneva was a Big Three instead of a Big Four. By and large Mamie Eisenhower, Lucie Faure and Clarissa Eden had a more relaxed time than their husbands. But it was Mrs. Eisenhower who most thoroughly captivated the Swiss. Newspapers in Switzerland were quick to discover that her middle name is Geneva, but they continued to call her "Mamie" and reported her doings affectionately. When she entertained other wives at a luncheon on Lake Geneva, in a 52-foot yacht borrowed from wealthy jeweler Pierre Cartier, a small fleet of boats tagged along and one even bumped into them.

The President also found a little time to behave like a tourist. One afternoon he visited the Ladybug toy store near Geneva's Hotel du Rhone. Flanked by two aides, Colonel Vernon Walters (who translated) and Colonel Robert Schulz (who arranged the charge account), he finally bought a model airplane, an Alpine horn and three dolls for his grandchildren. The Swiss were charmed. In their long experience statesmen are people who tip little, buy less and deprive free-spending tourists of hotel rooms. President Eisenhower, buying toys, was a refreshing exception.



ON LAKE CRUISE TOP WESTERN DELEGATES' WIVES ARE MAMIE'S GUESTS



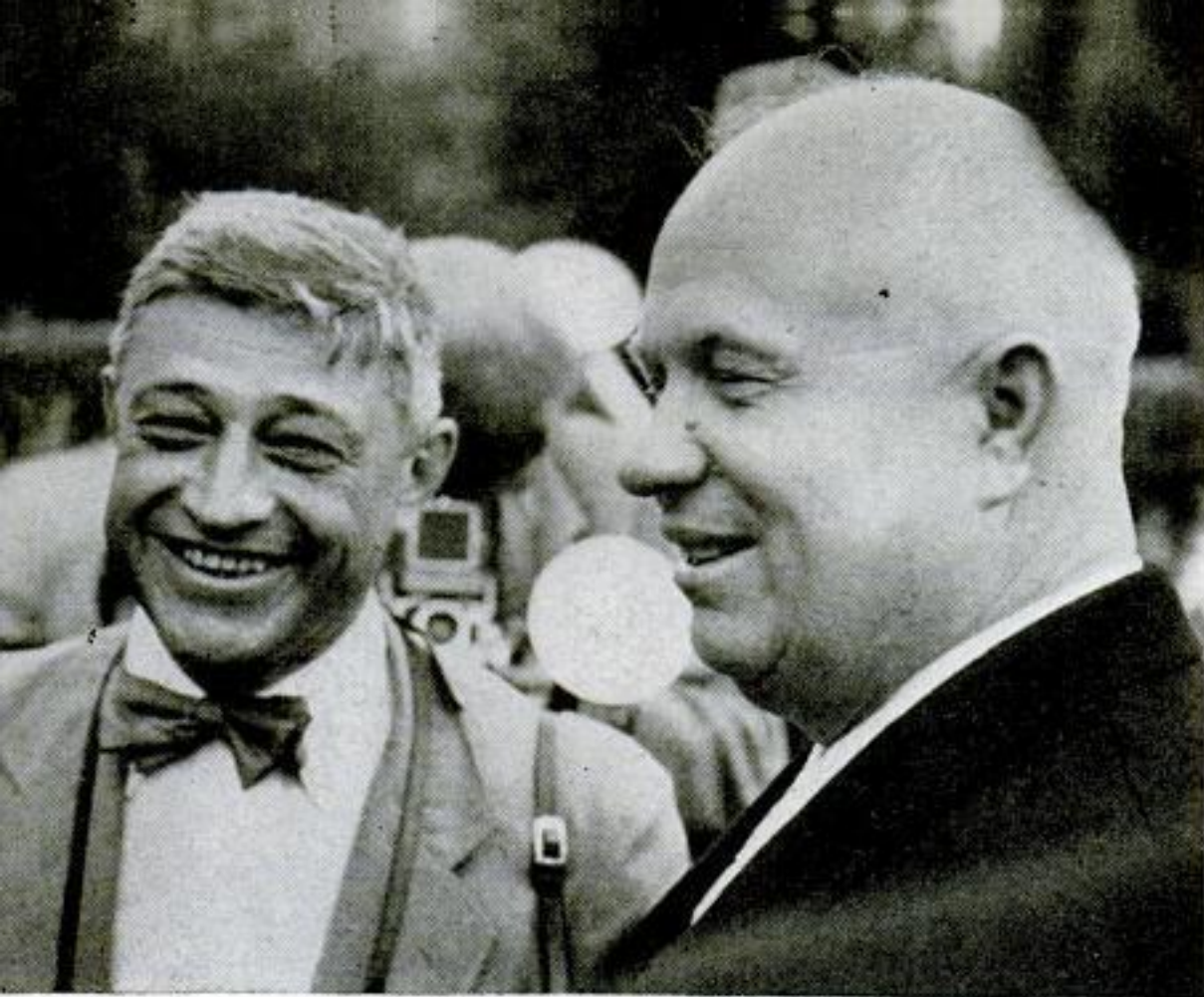
MME. FAURE, MAMIE AND LADY EDEN STROLL THE PARK AT EDEN'S VILLA



SMILING IKE PEERS INTO TOY SHOP SEEKING GIFTS FOR GRANDCHILDREN



OUTSIDE EISENHOWER GATE SWISS CHILDREN HAVE FUN WITH CAMERAS



PRAISING "LIFE," Khrushchev complimented Photographer Mydans at party for French delegates.

Summit CONTINUED

PARTY DIPLOMACY, A WATCHFUL PRESS AND

The Russians, determined to outdo the West in at least one aspect of diplomacy, made their official lunches and dinners a formidable weapon. To these caviar-studded affairs they gave many of the 1,400 accredited photographers and reporters easy access. This policy made them the most publicized of all the delegations and furthered the new Russian strategy of trying to convince the world that they are actually convivial and conciliatory fellows.

Relations between the Western press and the Reds reached a friendly peak when Nikita Khrushchev accosted LIFE Photographer Carl Mydans at a party and asked whom he represented. When Mydans told him, Khrushchev threw an arm around him and declared: "It is a good magazine. It has the best pictures." Later in a Geneva bar Russian photographers recognized Mydans. "There he is!" one shouted. "The man our leader put his arm around!"



SIGNALING WELCOME, Molotov and Bulganin ham it up for converging photographers at dinner

for French. Later they posed willingly with cameramen who wanted souvenir pictures to take home.



RAISING A TOAST, Khrushchev hospitably clinks glasses with Louis Joxe (left), French ambassador to



PHOTOGRAPHERS' CRUSH was created by eagerness to take pictures of Eden arriving for Russians' dinner. Many were pushed in too close to use cameras.



BULGANIN'S APPEAL to let his guest come inside was reinforced by Reds' security men who were aided by Scotland Yard in escorting newsmen out the gate.

THOSE PESKY FLIES

Russian hospitality to all the world's journalists was marred by an unpleasant incident. At the Soviet dinner for Sir Anthony Eden the newsmen got in each other's way and a noisy fight started which British and Russian security police broke up. And when the Russians showed up at the French villa for dinner there was another kind of pitched battle. Hordes of flies swooped down on the party, and nobody's police force could do anything about it.



Russia, Premier Faure and Foreign Minister Pinay as Bulganin beams at camera instead of joining them.



HOT TEMPERERS flared into fist-fights between newsmen. Swiss soldiers easily quelled the encounters.



MARAUDING FLIES buzz about Molotov's head as he and Zhukov fight back outside Premier Faure's

villa. Their host had not yet returned from evening church services when the pair arrived for party.

WHAT HAPPENED? RUSSIAN AND AMERICAN CONCLUSIONS



CORDIAL KEYNOTE is struck by Bulganin and Eisenhower at picture session on the palace lawn.

It was inevitable that the conference would generate expectations throughout the world which it could not fulfill. But failure of the Big Four to execute specific agreements on issues like Germany and disarmament was overshadowed by unspoken agreement on one thing: the evidence was that the West certainly and Russia probably consider nuclear war unthinkable, and both want a *détente*, or a period of relaxation in international tensions.

In this frame of mind both the Russians and the West felt they had achieved something. Last Saturday two senior correspondents reported on what each side thought had been accomplished. Reporting the Russian viewpoint, André Laguerre, chief TIME-LIFE correspondent at Geneva, cabled, "The Russians wanted a *détente* more than anyone, and they got it on their own terms, which were to collect the goods without giving up anything important. Their concessions were felt to be tactical and painless. They agreed that NATO had to be lived with, that Eisenhower was a man of peace, and they assumed responsibility for blocking reunification of Germany.

"Most experts believe that for the next decade Russia will be content to hold what she has. To the extent that she still has short-term aggressive designs she can—in

the absence of military superiority—further these designs more effectively in an atmosphere of *détente* than in one of tension. With little things like kind words and public appearances in relatively unguarded automobiles, Bulganin convinced many people in Geneva that his country had rejected war.

"This purely moral *détente* gives Russia a breathing space; time to outlive Germany's Konrad Adenauer, who waited out the conference only 90 miles from Geneva [opposite page]; time to develop its heavy industry, time to attain atomic parity with the U.S. There is evidence that the Soviet leaders only recently became aware of the nuclear facts of life. With the growth of their own power came the realization that even the vast expanses of Russia could be pulverized by hydrogen bombs. But when a dictatorship is under strain, as this one is, retreat can hasten disintegration. It was important to obtain a measure of *détente* without paying too big a price in withdrawal, from Germany or anywhere else. They got some of the heat turned off without getting burned."



THE BRITISH sit quietly in the meeting room. Foreign Secretary Macmillan is on Eden's right.

But if the Russians had done well by their own lights, so had the West. The U.S. viewpoint is reported here by LIFE's Washington Bureau Chief James Shepley. "If the *détente* is good for the Soviets, it is better for the West. Ever since the democracies demobilized after World War II they have wanted to be freed from their arms burden and put their energies to more productive use.

"When the Geneva conference began, the Soviets sought to set forces in motion which would drive the U.S. off the European continent militarily. The West sought to generate pressure to force the Red army out of Germany and eventually back to Soviet frontiers. They retreated, if ever so slightly, toward the Western objective by agreeing to negotiate, through their foreign minister at another meeting in October, the unification of Germany. By so doing the Russians exposed themselves to the force of world pressure on an issue which is basic to their European power position. Unless they are prepared to take the risk of resuming the cold war, it will be difficult if



THE FRENCH, Premier Faure (left) and Louis Joxe, the ambassador to U.S.S.R., exchange whispers.

not impossible for them to obstruct German unification indefinitely.

"A European statesman described the Russian position in this fashion: 'They recognized the bankruptcy of Stalin's policy of toughness and terror. They are now trying to achieve the same objectives but by exactly opposite methods. At the same time they do not want to give up any position of real strength in case the new policy also fails.' This is probably as true an appraisal of the Russian policy change as can be put down in a few words. But difficult as the future sounds, Secretary Dulles has a theory which holds out a better prospect for the West. Nations, he reasons, are like individuals in that to some extent they are creatures of their own behavior. If the Russians pursue their new policy long enough, and the diplomacy of *détente* gets to be a habit, their now affected policy of peace might become real.

"Finally the West discovered at Geneva one asset it had simply overlooked: the personal dynamism of Dwight Eisenhower. It was unmistakable that the President had an effect on the Russians no other Westerner had yet had. As a result the Western alliance developed a healthy new confidence in the one man who can do the most to give it effective leadership."



PLANNING THEIR STRATEGY, Khrushchev confers with Bulganin at the start of the first meeting.



MAKING HIS EXIT, Eisenhower smiles shortly after he had proposed exchange of arms blueprints.



A LOOK AT THE WORLD'S WEEK



SAIGON HOTEL BUSTS OUT WITH RIOTERS

Surging through the Galliéni Hotel in Saigon, rioters ripped apart the furniture, leaned from the windows to wave their political banners. The demonstration, by 100,000 Vietnamese, was permitted by the government and supported Premier Diem's view that the coming

elections, designed to unite North and South Vietnam, would evoke Communist trickery. But the crowd got out of hand and quickly did \$1 million damage. The rioters spared the belongings of Mrs. Perle Mesta, in Saigon on a tour, when they learned she was an American.



A BLACK ADDITION

Terror hovered over the streets of Casablanca as rioting Europeans, carrying a French tri-color streaked with black to mourn their dead, struggled against military restraint. The latest trouble began on Bastille Day when six



HAIR-DRIER WISH

In Quantico, Va. the Marines knew it was Defense Secretary Wilson's 65th birthday so they baked a cake. Since Wilson was nursing several cracked ribs from an aquaplane accident which would hamper taking a deep breath, they provided a drier to blow out the candles.



TO TRICOLOR IN MOROCCAN REIGN OF HORROR

Europeans were killed by a bomb. The tragedy was blamed on Moroccan nationalists, who have been inflamed by loyalty to a sultan exiled by the French, resentment of his puppet replacement and impatience with French delays

in setting up free institutions. Incensed by the bombing, the Europeans sought vengeance. Four days of rioting left 13 of their number, and at least 50 Moroccans, dead. The violence ended only after martial law had been declared.



DWINDLING COLUMN ON A FAMOUS ROUTE

The Army's last, dwindling mule outfits, the 4th Field Artillery Battalion (Pack) and the 35th Quartermaster (Pack) Company (LIFE, March 12, 1951) were on the trail once again. With their animals finely groomed and manicured they left Denver and plodded toward

Cheyenne, Wyo., taking the barren but historic route once used by the Army to supply Cheyenne during the Indian wars. Invited to the annual Frontier Days celebration in Cheyenne, the outfits started each day's rodeo with a blast from one of their two 75-mm howitzers.



BEAUTIES' BEAUTY

Touched when other finalists (see pp. 96, 97) in the Miss Universe contest at Long Beach voted her their favorite, Miss Sweden stood on her hands for joy. Later the judges confirmed the beauties' judgment and named tall, blond, 21-year-old Hillevi Rombin this year's winner.



FATEFUL STORY about the Siemers in the national edition of the New York *Sunday News* was seen by an unnamed woman who recognized Henrietta Siemer as woman she had seen in a cleaner's shop. She reported her discovery to FBI.

CONSPICUOUS FUGITIVE IS CAUGHT AT LAST

With a wife and kiddies he hid for 10 months

When 23-year-old John Calvin Siemer disappeared with his family last September after embezzling \$93,780 from the Staten Island bank where he was a teller, a police official predicted he would be caught in 24 hours. "How can you hide," he reasoned, "with a wife and three kids tagging along?" Finally caught last week, 10 months later, Siemer answered that question and explained frankly how he got into trouble.

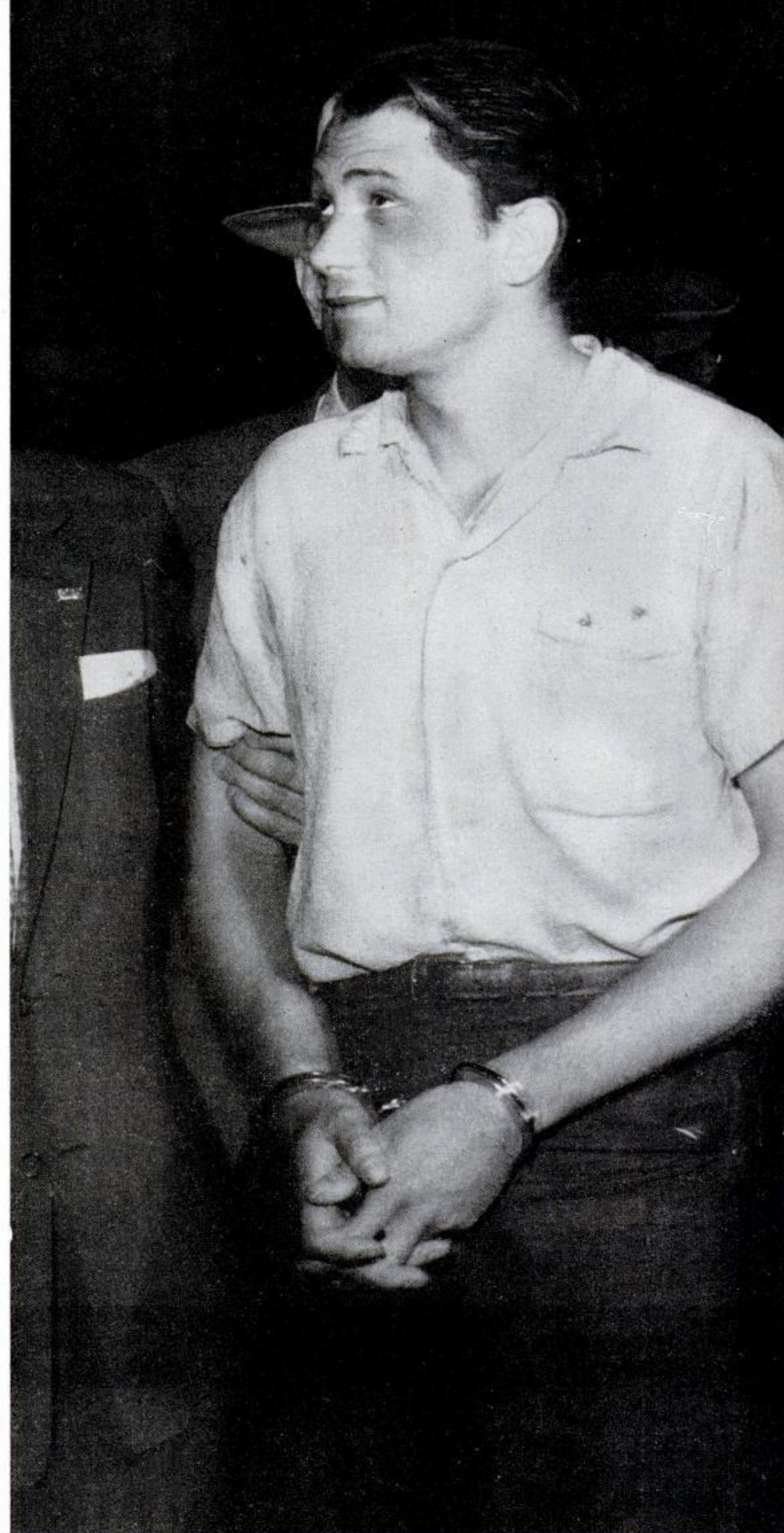
"I just wanted to get \$400 or \$500 ahead so I could quit the bank. I just wanted enough to change jobs. So I took a 'loan' to play the horses, but I lost. I don't know what hit me. I'd been handling big sums of cash for five years and never had the slightest temptation." (Siemer earned \$65 a week.)

"On Sept. 27 I took \$35,000 out of the cash drawer and went to the trotters at Yonkers. I put \$2,000 on the first race. I don't remember the horse's name, but he won. That night I was lucky. I figured if I put the money back in the morning I'd be only \$20,000 in the hole. But the next morning I overslept and that was the day the federal reserve always came to collect the cash. I knew they'd find me out.

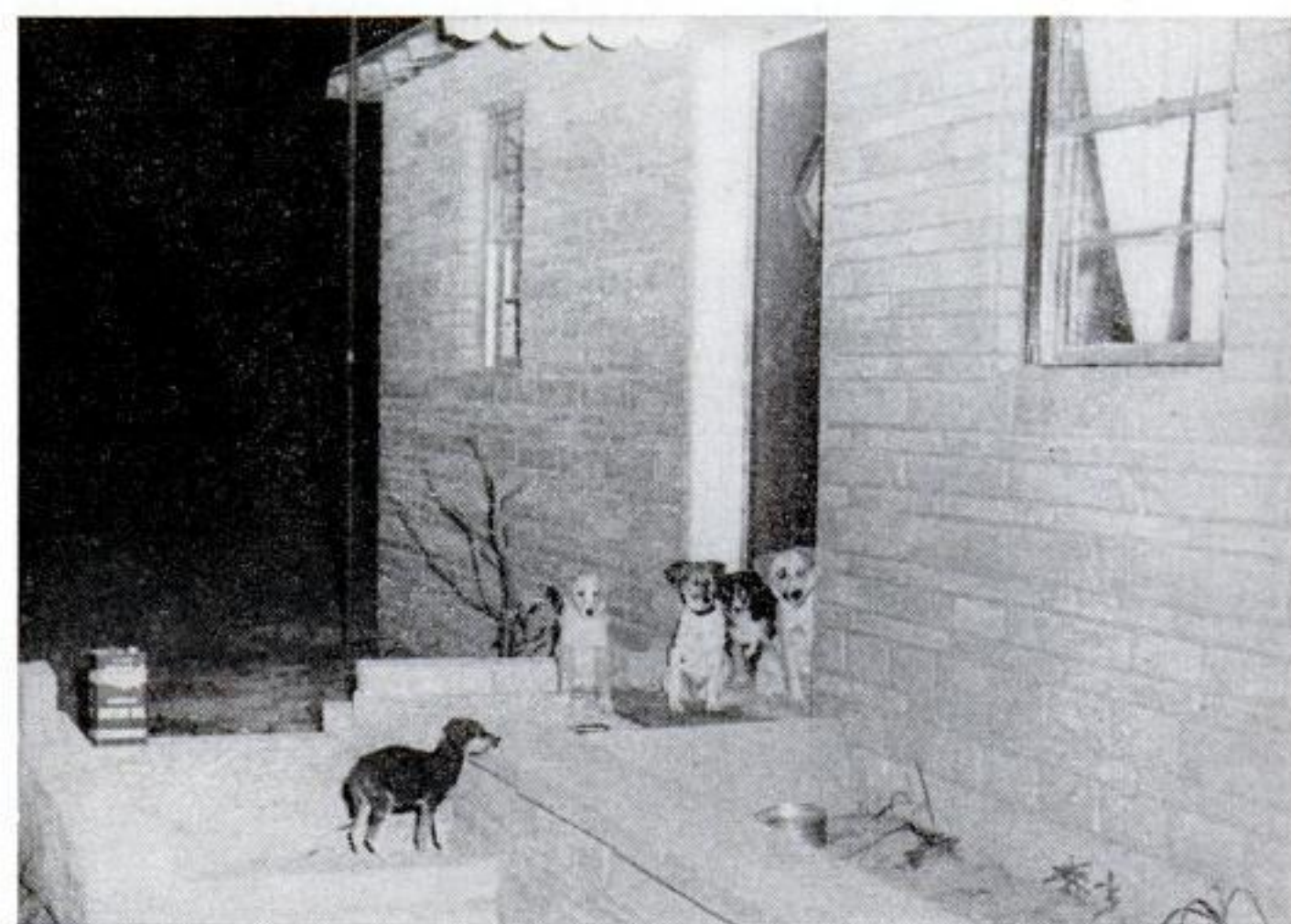
"I took the two oldest children over to New York and told my wife to meet me with the baby. We rode up together to the bus terminal, went to Philadelphia and stayed overnight at a hotel. I bought a car, it cost me \$1,300, and headed west."

Siemer dawdled along back roads, putting up in motels, expecting any moment to get picked up. The family finally stopped at South Amherst, Ohio ("It would have been too obvious if we had gone to Florida or California") and bought a partly finished house with \$20 bills.

Although not exactly sociable, the Siemers moved about enough so that numerous Ohioans had a chance to spot them and didn't (*opposite page*). Siemer worked as a real estate salesman occasionally and Mrs. Siemer clerked in a store. Then last week a woman saw Mrs. Siemer's picture in a story on the case and reported to the FBI she had seen the woman in a shop. Agents moved in, arrested the Siemers and found an old suitcase on the rafters, stuffed with the money he had left—\$25,572.



WITHOUT MUSTACHE HE WORE WHILE HIDING, SIEMER AND WIFE HENRIETTA



EMBEZZLER'S DOGS gather mournfully at front door of shell house after the Siemers had been taken into custody. While Siemers lived in the house, which had no plumbing, they slept on makeshift beds, cooked on a one-burner hot plate.

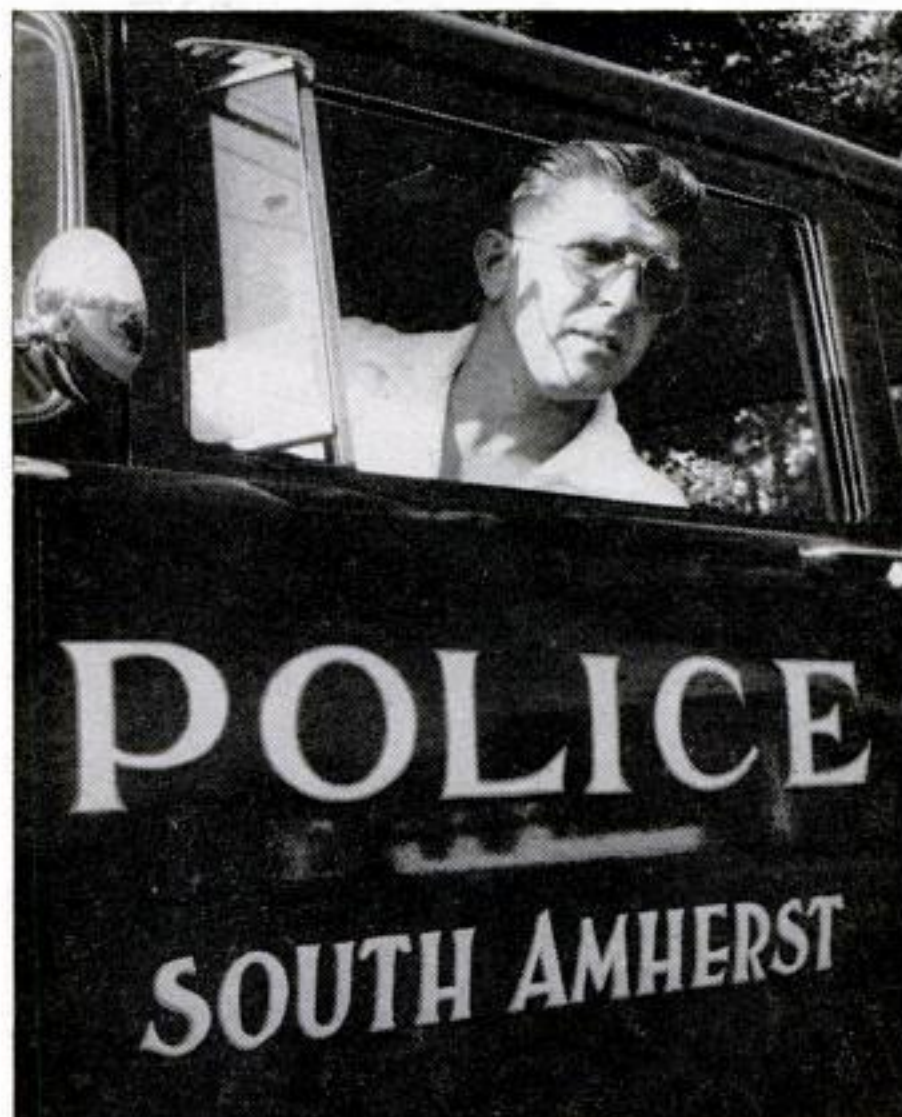


ARRIVE IN NEW YORK FOR THEIR ARRAIGNMENT



EMBEZZLER'S CHILDREN, Mark, 3, Claire, 2, and John, 5, wait at a Cleveland receiving home for their grandparents to take them to New Jersey home.

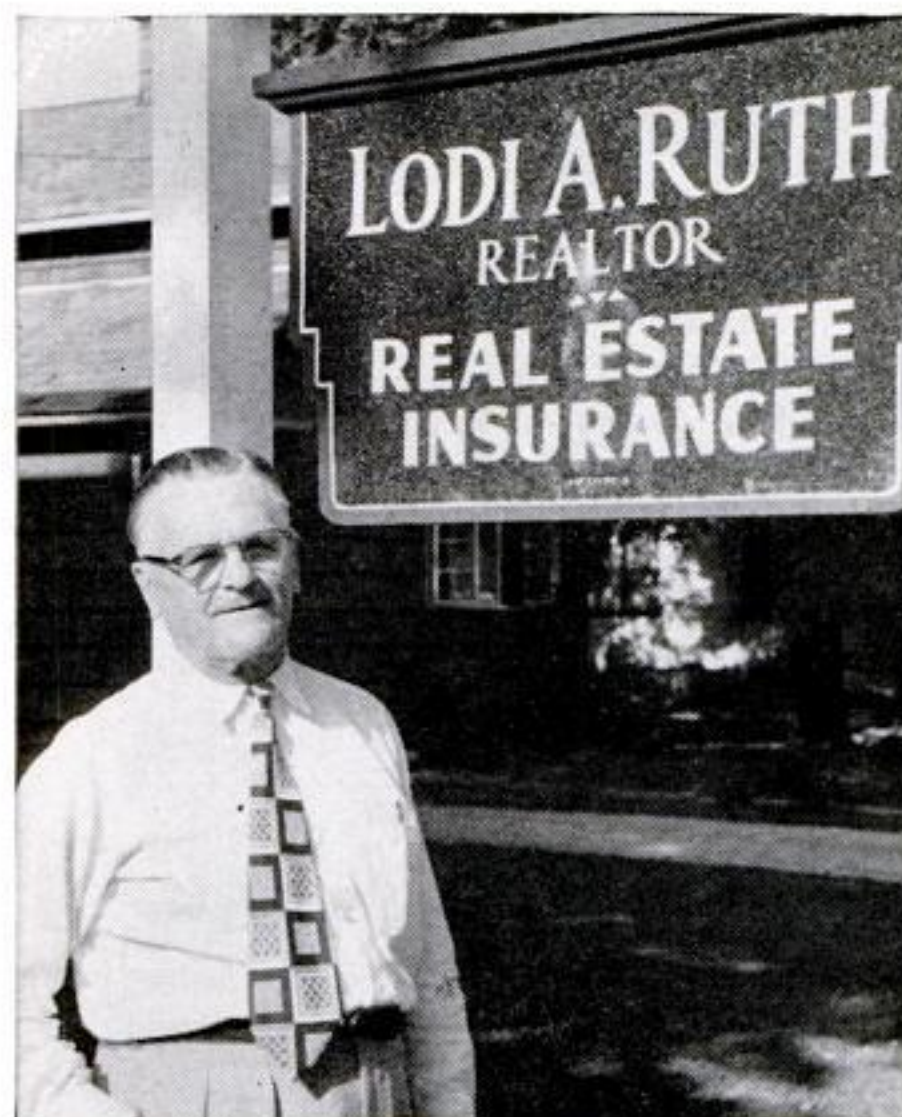
THESE PEOPLE KNEW THE SIEMERS BUT DIDN'T SUSPECT THEM



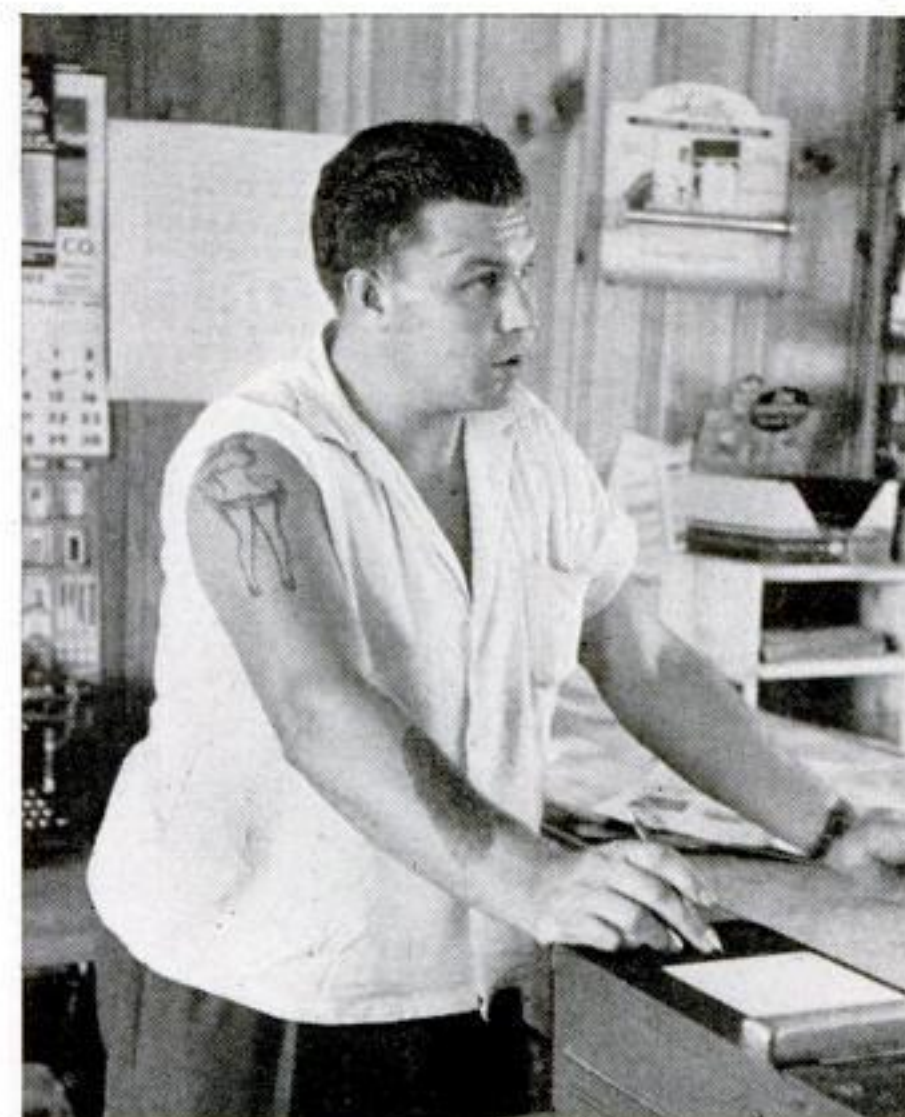
POLICE CHIEF of South Amherst, Tom Snizek, also a parttime trucker, delivered two bags of chin-chilla food to Siemer, who wouldn't let him enter.



BEST FRIEND of the Siemers, who were known not to "neighbor" much, was Mrs. Eunice Ruffing, who lived in the nearest house on the rural road.



REAL ESTATE MAN, who sold house to Siemers, accepted cash payment in 175 \$20 bills without suspicion. Ruth later hired Siemer to sell real estate.



LUMBER SALESMAN Dick Trotter sold Siemer \$250 worth of lumber, later recalled Mrs. Siemer's anger when he asked her about New York accent.



MANAGER OF CLEANER'S, where Mrs. Siemer was recognized, is R. W. Fay. He holds sports shirts and trousers which were unclaimed after the arrest.



DIME STORE EMPLOYE Rosalie Turnage worked next to Mrs. Siemer, thought she was "real nice." After she quit, Mrs. Siemer often came to shop.



JAMPACKED INTO FLOODLIT AMPHITHEATER WHICH FRONTS ON THE RIO HARBOR, 700,000 PILGRIMS GATHER FOR THE FORMAL CEREMONY OPENING CONGRESS.



SHOW OF FAITH LIGHTS UP RIO

Catholics celebrate the Eucharist



OUTDOOR CONFESSIONS ARE HEARD ALL OVER

← **WAFER VESSELS** are prepared for Communion at Congress Plaza. Each vessel holds 1,000 wafers.



ALTAR (CENTER) IS BUILT IN SHAPE OF A SAILBOAT, HONORING FISHERMAN PETER. IN BACKGROUND ARE BRAZILIAN WARSHIPS LIT UP FOR THE CELEBRATION

In a spectacular setting beside the harbor of Rio de Janeiro, 700,000 Roman Catholics last week took part in a tremendous spectacle of their own. This was the 36th International Eucharistic Congress, which took on added significance this year because it helped call attention to the resistance the Church is putting up to Juan Perón's anti-Catholic campaign in neighboring Argentina. Two prelates recently expelled from Argentina by Perón (*LIFE*, June 27) were among the 50,000 pilgrims who came

to Rio from more than 30 foreign countries. Another 450,000 arrived from all over Brazil. They were meeting for a mass affirmation of their faith in the Eucharist—the presence of Christ in the Blessed Sacrament.

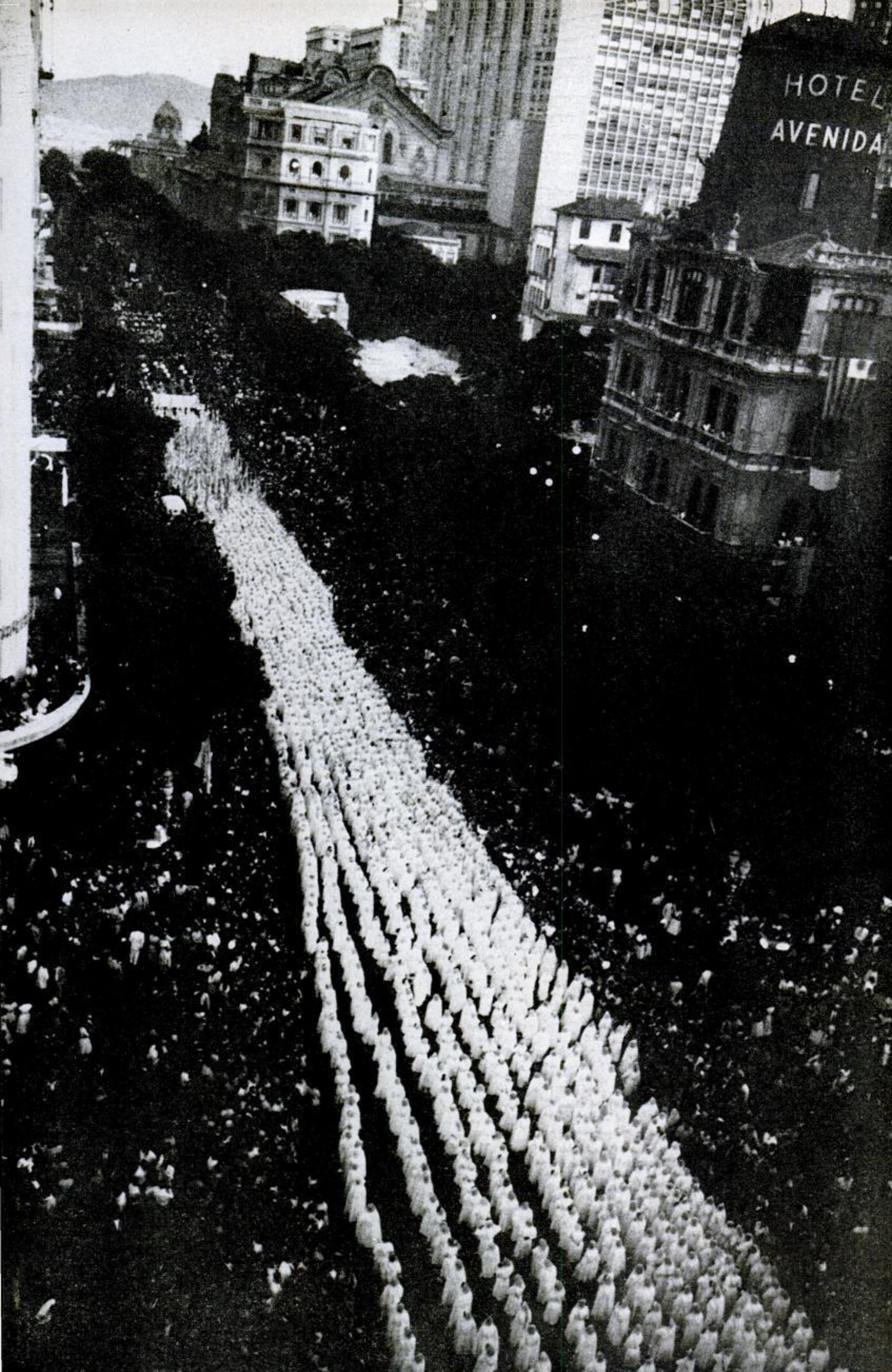
Rio could provide no place for them all to meet, but it did the next best thing. It leveled a hill by the shore of Guanabara Bay, and built a 220,000-seat amphitheater (*above*). There, day and night, overflow crowds gathered all week long to witness glittering ceremonies and

hear one Mass after another. The whole city took on a religious look, with street parades and 500 priests hearing confessions all over town (*below*).

The vast throng slept in public buildings, in homes and in liners used as floating hotels. If there was some physical discomfort, it was overshadowed by the unprecedented magnificence of a convocation which drew 20 cardinals and 300 archbishops and bishops, greatest assembly of its kind ever seen outside Rome.



RIO AS PRIESTS RECEIVE PILGRIMS IN CONGRESS PLAZA AT SCREEN AND ON BENCHES, IN A PARKED CAR AND IN THE DOORWAY OF GOVERNMENT BUILDING



TWILIGHT PROCESSION, including the white-frocked "Daughters of Mary," a religious order of

women, was watched by million people. Paraders bore the image of patron saint, Our Lady Aparecida.

Eucharistic Congress CONTINUED



PAPAL DELEGATE Cardinal Masella (*left*), who presided, has a talk with Brazilian Cardinal Motta.



CONGRESS HERO, Monsignor Tato, one of exiled Argentine prelates, says private Mass in quarters.



ROW OF CARDINALS at plaza altar includes Cardinal Spellman of New York (*third from left*) and Cardinal Stritch of Chicago (*fifth from left*). Others are

from Mozambique, Chile, Brazil, Armenia, France and the Vatican. Congress publicity proclaimed, "You get your chance to look at the Pope of tomorrow."



Soup and a sandwich— that's for summer!

It's a combination as American as fireworks and the Fourth of July. A hot dog, hamburger or a ham-and-cheese. And soup. Campbell's Chicken Noodle Soup—the kind of soup that coaxes the appetite even on a wilting day.

Here's a soup everybody likes. There's the nourishment of chicken broth, simmered long and slowly to sparkling, golden goodness. Campbell's exclusive egg noodles, too

— the most delicious noodles you ever had. And white and dark chicken meat, cubed generously — so tender you scarcely have to chew it!

How about cooking up some fun? For supper tonight, or the children's lunch tomorrow. Have soup and sandwiches — maybe Campbell's Chicken Noodle Soup!

Some day soon, do yourself a favor. Try our noodle soup for breakfast!



Once a day—
every day—
SOUP!

M'm! M'm! Good!

WATCH IT SHINE THE DEEP-DOWN COLOR BACK!

Created by **JOHNSON'S WAX**
for today's more colorful cars

Makes blues bluer, reds redder, greens greener—deepens any color! Brings the original beauty back to fading colors—keeps new cars looking new. And Deep Gloss Carnu gives you these amazing results in one easy step—no pre-cleaner is needed. Simply rub it on—and 5 deep-cleaning agents remove dull road film,

grease and grime. After it dries to a haze—just wipe it off and it shines automatically without hard rubbing. And what a shine!—deep, brilliant color, sparkling through a tough mirror glaze. See it yourself on your car today. Shine the deep-down color back with Deep Gloss Carnu. (See our introductory free offer below.)



CLEANS AS IT SHINES
IN ONE EASY STEP!



FREE! Generous supply of Rymplecloth with Deep Gloss Carnu at regular price.

OUTLASTS ANY AUTO POLISH KNOWN

THE NEW CHAMPION OF PEACE HAS POSITIONED THE WEST FOR A FURTHER ADVANCE

The chief result of the Geneva conference is so simple and breathtaking that cynics and comma chasers still question it and Americans, for other reasons, find it a little difficult to grasp. The championship of peace has changed hands. In the mind of Europe, which judges this unofficial title, it has passed from Moscow to Washington. And in bringing home the trophy President Eisenhower, who captured it practically singlehanded, also brings home a new initiative in the cold war.

There were three major steps in this victory, not counting the personal popularity contest which Eisenhower and Bulganin waged on the side. The first step was the decision, credited to Presidential Assistant James Hagerty, that this should be an open conference. After each session, who said what was reported by spokesmen for each of the Big Four to the 1,400 representatives of the world press. It is therefore reasonably certain (in contrast with Yalta, whose secrets were kept for months) that every important result of Geneva is already known to the world. Even the Communist press carried fairly accurate summaries.

A secret conference, for good or ill, might have yielded more concrete agreements than this one. And those who preferred secrecy were quick to claim that the decision for openness shifted the conference from the level of diplomacy to that of propaganda. But that is a cynical claim. In the light of the results, it was rather a shift from the level of an unpromising haggle to statesmanship of the highest kind.

This is shown by the second step in Ike's victory. Bulganin was arguing for the disbandment of NATO as a threat to Soviet security. Eisenhower replied that if NATO were anything but a defensive organization, he for one would have had nothing to do with it, since "I have had enough of war." Bulganin replied, "I believe you." Neither gave an inch of ground to prove his words. Yet the exchange mesmerized the European bystanders, who took it for a promise to the world that war has been outlawed as an instrument of U.S.-Soviet rivalry. Since U.S. war preparations have always been strictly defensive, there was no news in Ike's statement for anyone with the most rudimentary grasp of U.S. policy, and this is why the whole Geneva victory seems a little unreal here at home. But the fact is that the Eisenhower personality, which is the incarnation of sincerity, managed to clothe this old fact about America's desire for peace in fresh conviction, perhaps for the Russians, certainly for our Western allies, and the neutralists among them.

The next high point came on Thursday, July 21, which French Premier Edgar Faure said would forever mark the four nations' "first victory over skepticism." Again it was Eisenhower's victory, scored with his dramatic proposal that the U.S. and Soviet Russia give each other "blueprints" of all their respective military installations and permit each other to take aerial photographs all over their two lands.

This proposal came as a surprise even to some of the President's advisers. It was not in the prepared draft of the flawlessly diplomatic speech he was reading. He took off his glasses, pointed them at the Russians, and ad-libbed the whole thing in six nonparsable but transparently heartfelt sentences. The conference had reached a sort of cordial impasse when he decided to speak out thus. It was the instinctive breakthrough of a leader whose sense of timing seldom plays him false.

Were these then "propaganda" victories? Yes, incidentally;

but only because Eisenhower was the dramatic spokesman of the true interests and traditions of his country, and of the free world's best hopes for peace.

The inspection proposal was no slick or hare-brained gimmick. Threshed out with Pentagon and other advisers before this conference, it is the logical consequence of established U.S. policy during nine years of disarmament negotiations, a consequence which Ike produced at the right time and in the right spirit for its most telling effect. However unrealistic it may sound to some ears, it risks no more than intelligent Americans should be willing to risk for so great a gain in their own knowledge of the enemy. If this was propaganda, it is further evidence that real propaganda victories are not Indian rope tricks. They consist in asking people to raise their sights without taking their feet off the ground.

In short, the American people were well represented by their President at Geneva—better represented than they have been at any such conference in a long time. And since he has led them so well, they now owe him a full understanding of just where he has led them, so that the next logical steps in the American peace campaign can be taken with wholehearted public support.

For Geneva was a beginning, not an end. The problems there discussed remain real problems, one of them (the reunification of Germany) more so than before. The far-famed "relaxation of tensions," achieved without a single meaningful agreement, means simply this: that the West can now proceed more confidently to make the world freer and safer, by means old and new.

One of the old means is rearmament. Unless and until the Soviets accept a mutual inspection scheme like the President's, the arms race is our only safeguard against a surprise nuclear attack. Inspection should therefore be kept in the forefront of all our dealings with the Russians. But meanwhile, to preserve our threatened lead in the arms race, we must at least maintain its pace, which means no tax reductions next year. As for Europe, the Russians may or may not be less afraid of NATO's intentions than they were before Geneva, but NATO has no reason to be less afraid of the Russians' capabilities. NATO needs its German contingents and a lot of other things. NATO cannot relax.

To its south and east, from Morocco to Tokyo, Communism has not relaxed its decree of perpetual tension. Japan, because its foreign trade problem remains unsolved, is becoming a political problem as well. The free government of South Vietnam, bleeding from the consequences of an earlier Geneva, will soon require still firmer U.S. support. Most of free Asia awaits leadership out of the grim *cul-de-sac* bounded by poverty and Mao Tse-tung, and needs far more imaginative economic cooperation than we have given so far. Red China itself, its misbegotten revolution in difficulties and its people in travail, now requires of us some very cool calculations of how to fit Asian Communism into a long-range American policy for peace.

Thus there can be no relaxation of effort in America. But there can be new hope behind the effort. Our leaders have emerged from a great conference, not only with popular laurels but, what is far more important, with the initiative. In the long dark struggle with Communism and the threat of war, we have had a smacking taste of victory—authentic victory in the American tradition, like the President who brought it back. It tastes like more.



SOVIETS EYE

Russian farm experts find out

In a week when their political leaders were in Geneva, up to their necks in cold war talks, 12 lesser known Russians were up to their eyes in Iowa corn, trying to find out how U.S. farmers grow it all. Touring the U.S. at the same time an American farm group was visiting Russia, the Soviet delegation, led by First Deputy Minister of Agriculture Vladimir Matskevich, kept setting records for affability. Asked if he did not mind the 90° heat, Matskevich came back with a stock Iowa answer: "Yes, but it's

TRAILING A TRACTOR, the Russians take a ride through experimental plots containing new varieties

of hybrid corn (*left*) and soybeans (*lower right*) at the Iowa State College research farm near Ames.

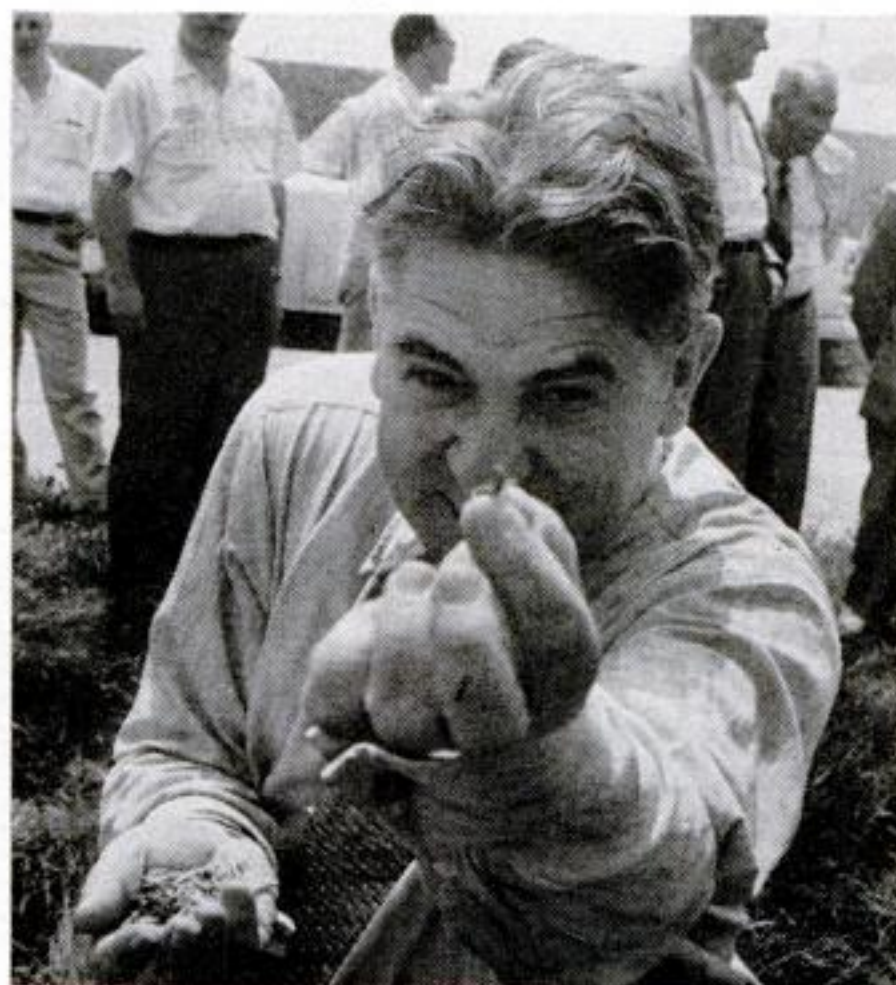


IOWA'S EARS

how it's done in the corn belt

good for the corn." To Farmer Richard Alleman he said diplomatically, "This farm is good because the boss is good."

Everywhere they found a welcome as obviously sincere as it was effusive—from friendly crowds, farmers eager to explain and farm wives eager to feed them fried chicken. After a meal at the George Hora farm Matskevich kept up the diplomacy by saying, "I proved what I thought of Mrs. Hora's food in deeds, not words." And he patted the bulge over his belt.



DISCOVERY, a small grasshopper he found in the oats near Oskaloosa, is displayed by Boris Savelev.



SMILING LEADER, Vladimir Matskevich, praises peace in talk to Des Moines audience—in Russian.



SMILING HOSTESS, Mrs. Richard Alleman, at first farm the delegation saw, talks through Aleksandr Tulupnikov (*center*), only Russian fluent in English.

← **COMMUNISTS IN CORN** inspect crop grown by George Hora near Washington, Iowa. Petr Svechnikov (*center, front*) runs 35,000-acre collective farm in Russia.

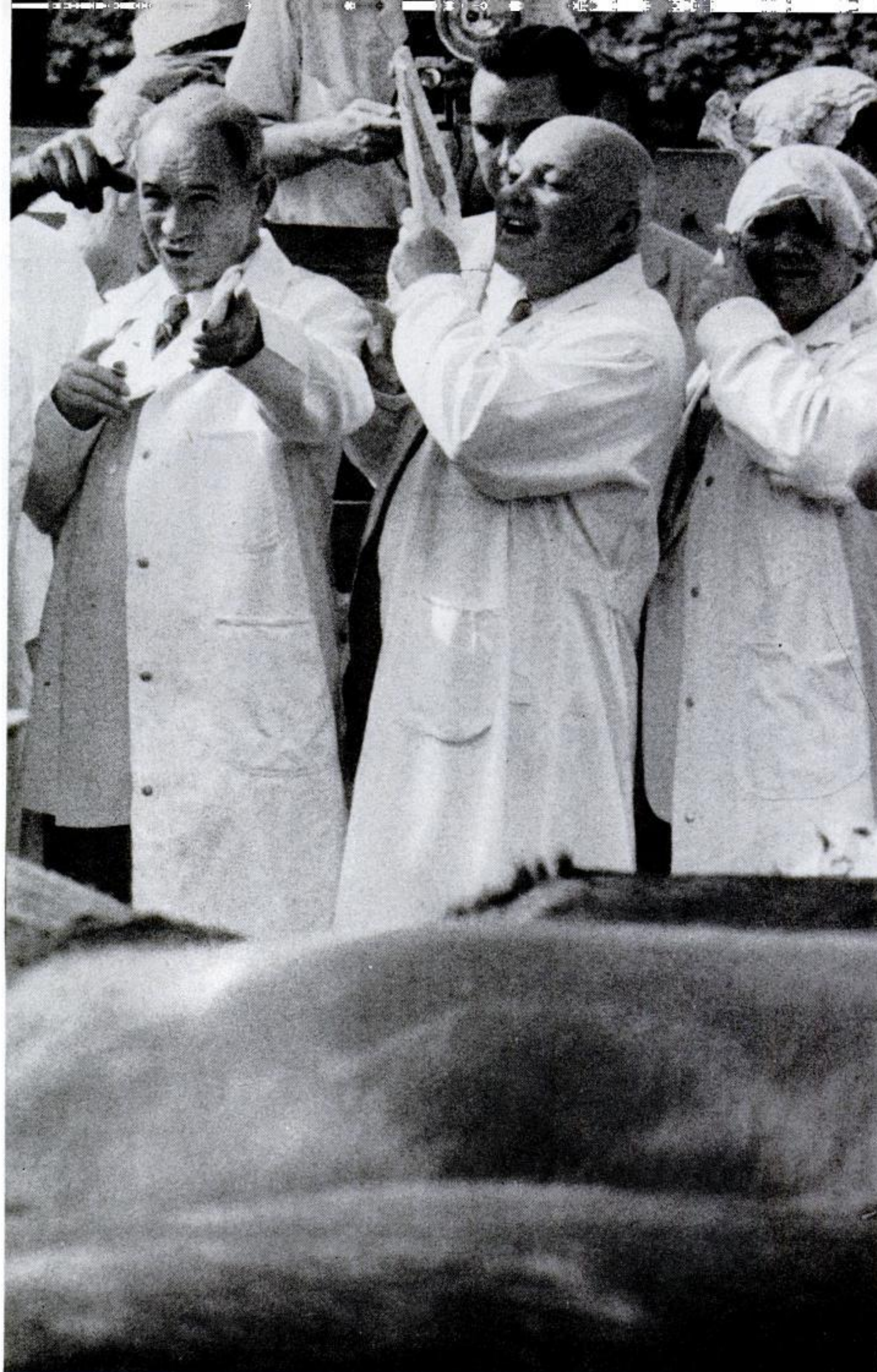


UNDER A RUSSIAN GREETING which means "hello," Russians meet Logan Urice, the author.

'HELLO MY FRIENDS, GOODBY, THANK YOU'

The Russians met every challenge in the realm of food or drink. Aleksandr Ezhevski sipped his first Scotch and soda and said, "This couldn't down a man!" Confronted with a rainbow-colored ice cream concoction called the "Tummy Buster," Petr Svechnikov hesitated, then swallowed it all down.

They tried to solve the challenge posed by American productivity, too. At the Alleman farm Matskevich asked, "How much help do you have?" "None," said Alleman. At Iowa State Matskevich asked, "Who runs this college from Washington?" "Nobody," answered Dr. Floyd Andre. And they learned to respond to their hosts. Leaving his translator behind, Andrei Shevchenko told an audience at Waterloo, "Hello, my friends. I'm glad to see you. Here we are. Goodby. Thank you very much."



AT A PACKING PLANT in Cedar Rapids the Russians wear white coats to keep their clothes clean,

shield their pates from the hot sun and look over the cattle about to be slaughtered (*foreground*).



INSPECTING A STALK SHREDDER which cuts up corn stalks in the field, Andrei Shevchenko, adviser to the agriculture ministry, crawls for a better look.



A CORDIAL GOODBY is waved at the Guy Stover Jr. farm near Reinbeck, Iowa as Russians pull out in their bus after inspecting Stover's dairy herd.



1. This is the stuff that's on TV. .



2. They call it "busy-day" dessert, and . .



3. Mom's sure busy, so why shouldn't we do it?



4. Boy, that was fast! Looks swell, doesn't it?



5. Bet Mom will think we're *great*!

Fun to Make . . . Fun to Eat
the "BUSY-DAY" dessert
You can make it and serve it at the very last minute!



VANILLA • CHOCOLATE • BUTTERSCOTCH • COCONUT CREAM

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

Start your dream kitchen now... with a



The luxurious 66" Diana Cabinet Sink in soft Dawn Yellow, with exclusive Select-O-Set Faucet—a perfect start for *any* dream kitchen!

30 gorgeous models priced from \$125* a week—no money



The heart of this kitchen is the 48" Diana Cabinet Sink in cool Meridian Blue. See how this delightful color blends with its surroundings. Finishes are baked on—stay bright and easy to clean for the life of your home!



This striking kitchen begins with a 42" Diana Cabinet Sink in inspired Sunset Copper. All-steel Youngstown Kitchens units keep their beauty far longer—are completely free from warping, rotting, and sticking!



End hand dishwashing with a new Jet-Tower® Dishwasher. Holds more — washes, rinses, and dries up to 200 pieces! Exclusive Work-Level Model (above), Undercounter Model (left), or Sink-Dishwasher Combination. In color or white!

colorful Youngstown Kitchens Cabinet Sink!



The heart of this beautiful Youngstown Kitchen is the 36" Diana Cabinet Sink. Also featured: a new Youngstown Kitchens Undercounter Dishwasher.

down - no extra cost for thrilling new colors!



See your dealer now! It's so easy to own a dream kitchen the Youngstown Kitchens way!

For when you start with a modern Youngstown Kitchens cabinet sink, you have the heart of any dream kitchen!

YOU HAVE A SINK — with every timesaving, work-saving feature. Die-formed of lifetime steel, it eliminates sharp corners and dirt-catching crevices. Its fine porcelain-enamel finish keeps its beauty—stays easy to clean!

YOU HAVE CABINETS — all-steel, so that

they'll never warp or rot. Big, smooth-sliding drawers, handy shelves—loads of extra storage space right where you need it most!

AND YOU HAVE COLOR — your choice of the gorgeous, new colors you see here—colors that enrich any decorating scheme.

SEE YOUR DEALER, and find out how easily you can begin your dream kitchen with a Youngstown Kitchens cabinet sink. It costs so little—makes so much difference! If building, specify a Youngstown Kitchen. You'll be glad you did.

*F.H.A. terms. Plus installation.

Look for colorful Youngstown Kitchens in model homes during National Home Week—Sept. 10-18!

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Youngstown Kitchens

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FOR IDEA-FILLED BOOK on kitchens, send 10c in coin to: Youngstown Kitchens, Dept. LF-855, Warren, Ohio. For name of your nearest dealer, check the yellow pages of your phone book; or call Western Union, Operator 25.



Down the drain goes garbage when you have the amazing, low-priced Youngstown Kitchens Food Waste Disposer. Just feed in the food waste right off your plates. No garbage to attract rats, mice, or insects. No smoke—no odor. Just \$79.95!



Deliciously yours!

*P.S. Lucky for mothers, families really love easy-to-fix hamburgers. And, lucky for HUNT, they love them even better with our spicy, tart-sweet catsup. Won't you try it? The price is lucky, too...real low! **Hunt-for the best***

Hunt Foods, Inc., Fullerton, Calif.



CHARLES P. MCGAHA OF THE CITY NATIONAL BANK OF WICHITA FALLS, TEXAS WEARS \$45 SHIRT WITH EVENING ACCESSORIES WHICH MATCH POLKA DOTS

The Ruffled Male

FORMAL SHIRTS TAKE ON FRILLS

The resplendent gentleman above is wearing a fashion that disappeared over a century ago—the ruffled shirt for men. Now being revived for formal wear, the style is spreading among festive males in Texas, California and New York. Custom-made to personal taste (*next page*), fancy dress shirts are worn by men who have courage to be unruffled by the comments they evoke and by the high cost of buying and keeping them up.



DIVE IN!



For **BREAKFAST** it's dandy!

For **SNACKS** it's so handy...

or eat it like **CANDY!**

A Product of General Foods

Any time is the right time to plunge into a bowl of crunchy, sweet Sugar Crisp! One taste and you'll come up cheering—the eating's fine! Each golden puff of wheat has a honey-and-sugar coating baked on to keep it crisp... always delicious! It's the sweetest-tasting cereal on land or sea. For goodness sake—get **Post Sugar Crisp!**



RUFFLED CUFFS and front distinguish \$45 pink model worn by Hollywood star Tony Curtis. Evening tie tucked under spread collar is Curtis' own design.



EMBROIDERED DESIGN appears in black and red on finely pleated front of \$40 style worn by Singer Gordon MacRae, star of the movie *Oklahoma!*



EYELET-TRIMMED SHIRT, inspired by Mexican matador's, is worn by Tom Harmon, former football hero and now a sports announcer, costs \$25.

Last time this year

PLAYTEX®

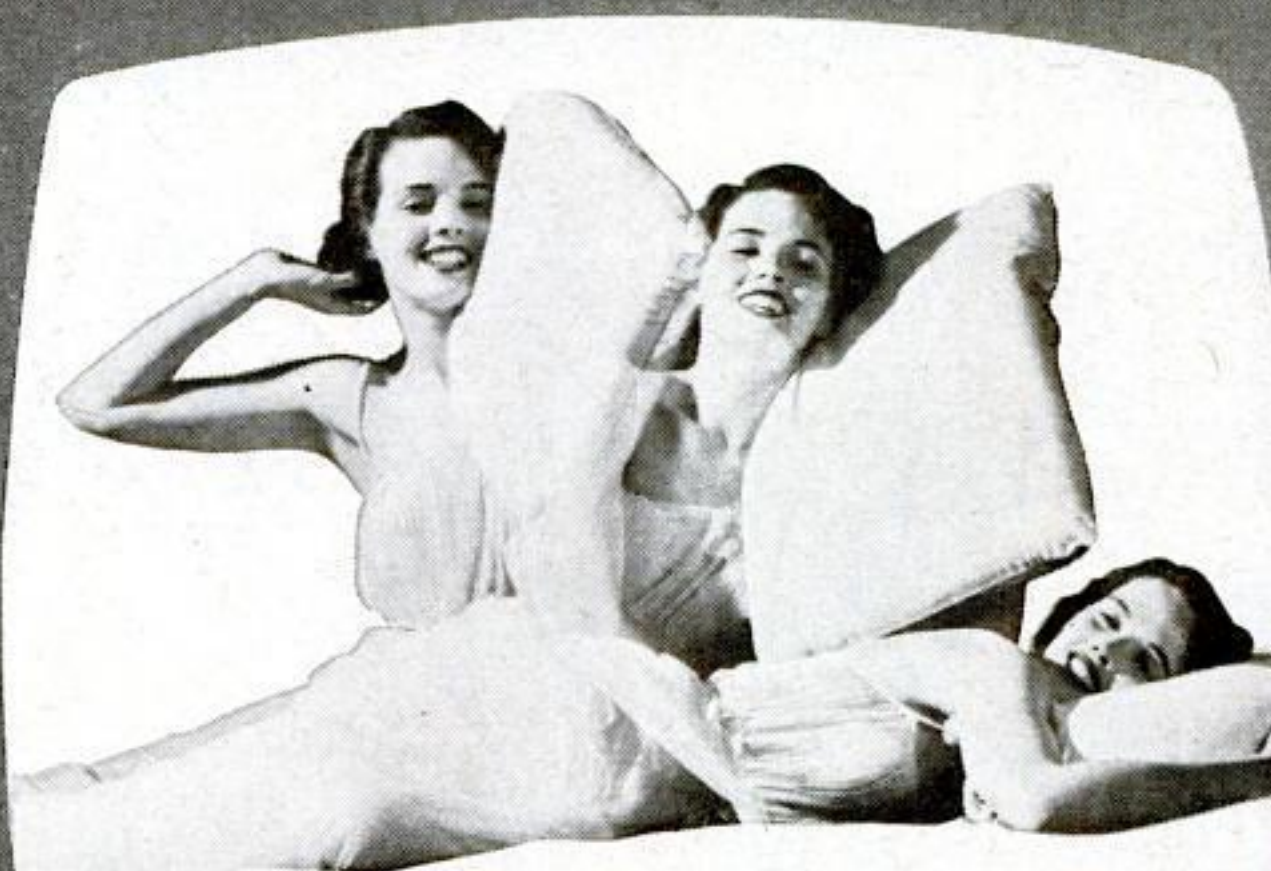


PILLOWS

AT BIG

SAVINGS

...and in time for the hay fever season!



- ★ whipped foam latex ★ permanently non-allergenic
- ★ always plump and comfortable
- ★ always cool ★ perfect—first quality



"REGULAR" HEIGHT
Only

"EXTRA-PLUMP"
Only

"KING-SIZE"
Only

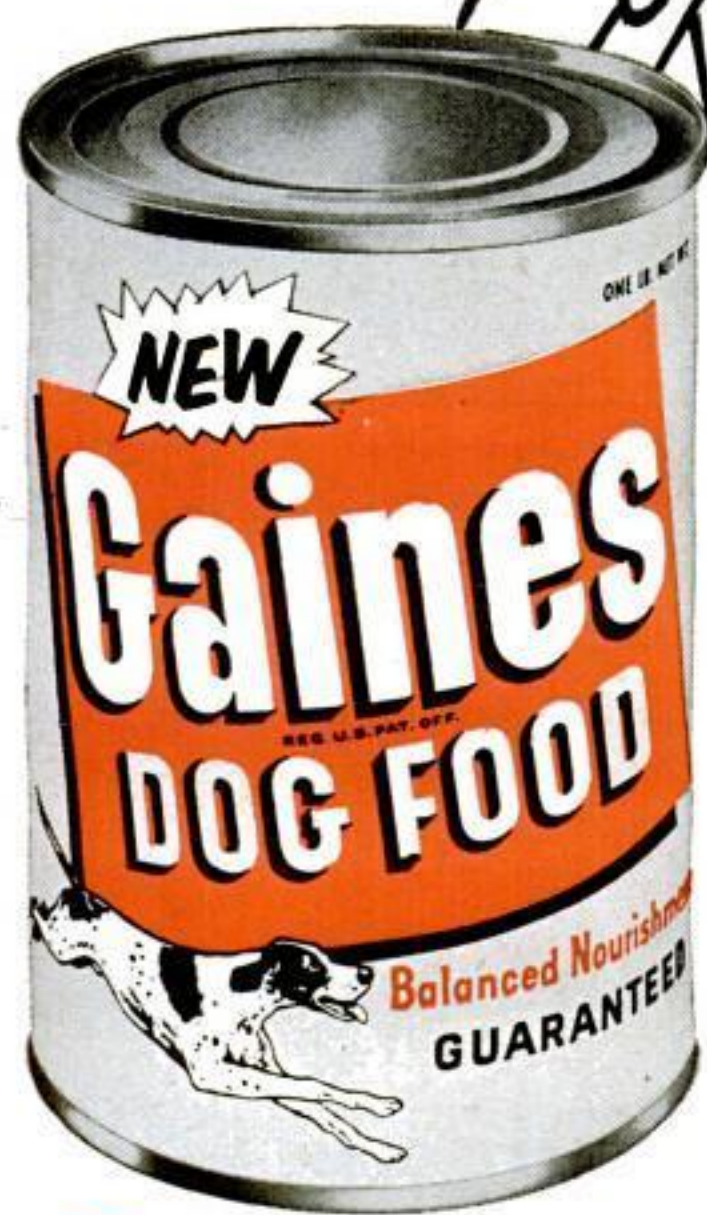
\$4⁹⁵ \$6⁹⁵ \$8⁹⁵

These sale prices are for a limited time only!

Sensational savings on Playtex "Heart-Rest" Pillows ...the plump, cool, non-allergenic pillows *guaranteed* to give deep, *healthful sleep*. Every one of these whipped foam Playtex Pillows is zipper-covered in extra-fine sanforized cotton with corded edges. Every one is first quality. Scoop them up *now* ...for the pillow-buy of the year! At your favorite department store—and better furniture stores everywhere.

AUGUST IS THE MONTH FOR SAVINGS ON PLAYTEX PILLOWS

©1955 International Latex Corp'n. . . . PLAYTEX PARK . . . Dover Del



The
good

Gaines

NOURISHES EVERY INCH OF YOUR DOG!

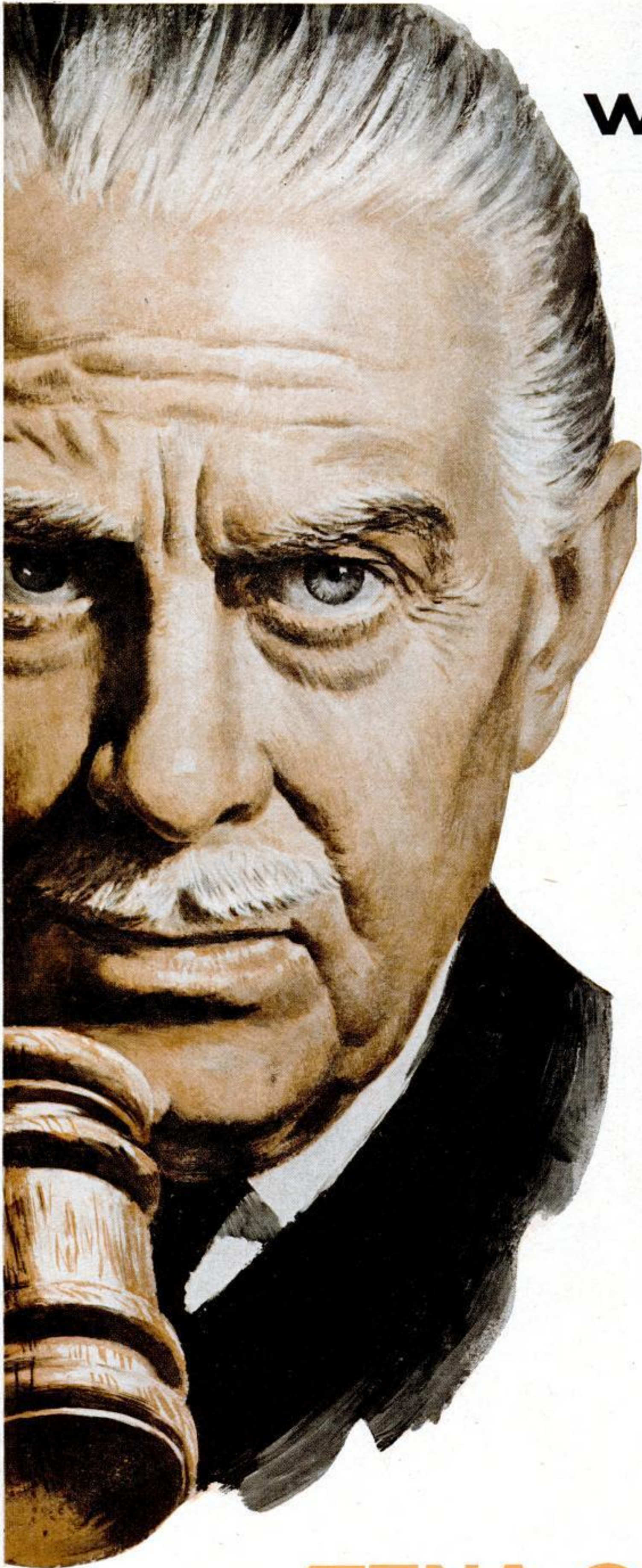


first canned dog food
enough to be labeled "Gaines"
is HERE



**NEW GAINES OFFERS A COMBINATION OF
NOURISHMENT AND FLAVOR UNMATCHED
BY ANY OTHER CANNED DOG FOOD.**

Now from Gaines—world leader in dog nutrition—comes a totally *new* concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, *dl*-Methionine, to make *more of the vital protein* available to your dog . . . protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals and *dl*-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct!*



**When the law says
you must pay...**



**you'll be glad you bought
the policy with the**

P.S.*

*** Personal Service**

Damage suits can happen to anyone — and the amounts involved can leave a man in debt for life.

The solution is simple — the *right* insurance in the *right* amount. But making sure you *have* the right insurance is something else again.

It takes the *personal service* of an expert to plan an insurance program exactly fitted to your needs . . . and you will find your Aetna Casualty agent well qualified to perform this important task.

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All along the line, *personal service* is what makes good insurance really work. That's why you can be sure of protection at its very best when you buy an Aetna Casualty policy — *the policy with the P.S.**

ÆTNA CASUALTY
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Throwaway Living

DISPOSABLE ITEMS CUT DOWN HOUSEHOLD CHORES

The objects flying through the air in this picture would take 40 hours to clean—except that no housewife need bother. They are all meant to be thrown away after use. Many are new; others, such as paper plates and towels, have been around a long time but are now being made more attractive.

At the bottom of the picture, to the left of a New York City Department of Sanitation trash can, are some throwaway vases and flowers, popcorn that pops in its own pan. Moving clockwise around the photograph come assorted frozen food containers,

a checkered paper napkin, a disposable diaper (seriously suggested as one reason for a rise in the U.S. birth rate) and, behind it, a baby's bib. At top are throwaway water wings, foil pans, paper tablecloth, guest towels and a sectional plate. At right is an all-purpose bucket and, scattered throughout the picture, paper cups for beer and highballs. In the basket are throwaway draperies, ash trays, garbage bags, hot pads, mats and a feeding dish for dogs. At the base of the basket are two items for hunters to throw away: disposable goose and duck decoys.

CONTINUED

My constipation worries are over!



Milk of Magnesia gives more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Take two or four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

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Liquid or Tablets

The convenient 4-OUNCE SIZE.....28¢

The economical 12-OUNCE SIZE.....55¢

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Also available in tablet form 30 TABLETS.....28¢





If your car feels like this...it's time
for **MARFAK** chassis lubrication



That "cushiony" feeling
lasts longer with —



Make your driving smoother. Get *Marfak* chassis lubrication! Mighty tough and stretchy, *Marfak* stays with you all the way. It guards chassis points against wear and friction . . . refuses to squeeze out, jar out or wash out. So you enjoy pillow-soft driving for 1,000 miles or more . . . plus sturdy, stick-to-it protection. Do it today — get longer lasting *Marfak* chassis lubrication. See your Texaco Dealer . . . *the best friend your car has ever had.*

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Texaco Products are also distributed in Canada and in Latin America

TUNE IN: TEXACO STAR THEATER starring DONALD O'CONNOR or JIMMY DURANTE, on TV Saturday nights, NBC.



THROWAWAY LIVING CONTINUED



FEEDING BOWL for pets comes with a wrought-iron stand and disposable, waterproof bowls to eliminate washing-up chore. Stand and six dishes cost \$1.



DISPOSA-PAN eliminates scouring of pots after cooking. It consists of steel frame and heavy foil pans to throw out. Frame with eight pans is \$2.98.

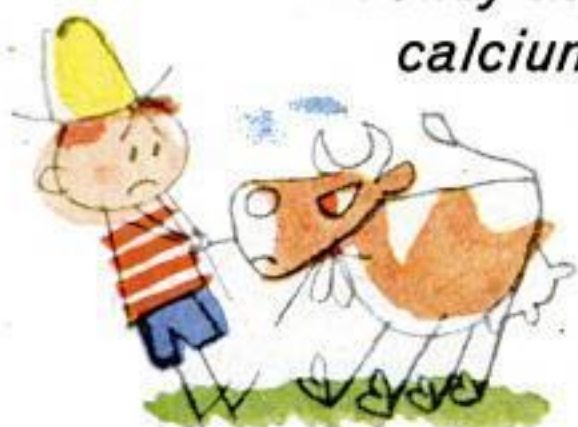


BARBECUE GRILL is meal cooker with stand, asbestos shell and wire grill, charcoal to last one hour and excelsior topping for a quick light. It costs 79¢.

Never before a Chocolate Drink Discovery like new Carnation!

No Need to Add Milk!

*Already in it—all the protein,
calcium and B-vitamins
of fresh
whole milk!*



No Need to Add Fortifiers!

*Already in it—
extra sunshine
vitamin D,
vitamins B₁, B₂
and iron!*



Complete! Instant!

Delicious hot or cold!

Flavor Children Love!

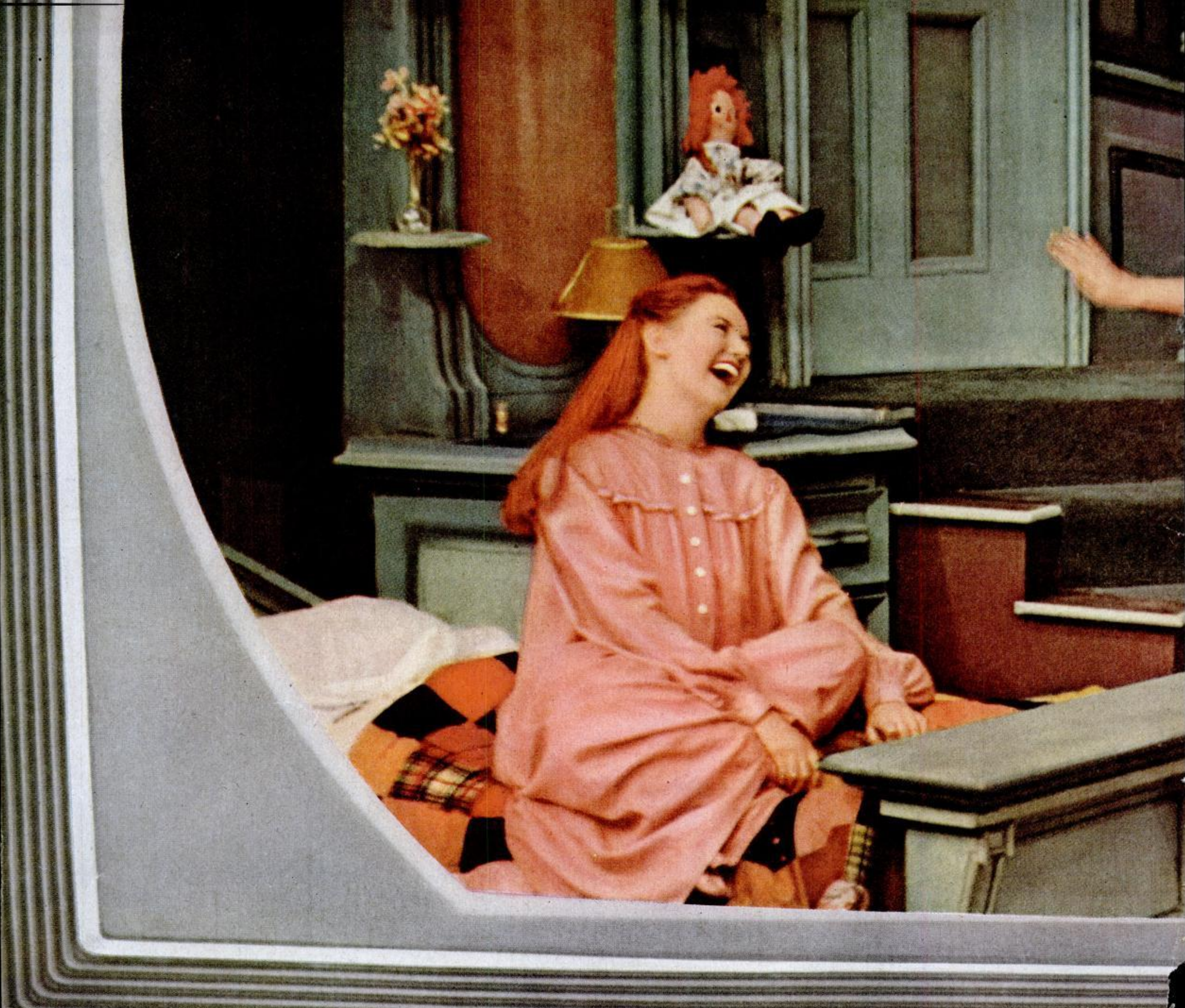
*Nourishment children need—in
New Carnation **Magic Crystals**
Just add water—bursts into
chocolate-creamy goodness!*

HERE'S ALL YOU DO! Simply add these
wonderful new Carnation Instant Magic Crystals
to water, hot or cold; stir lightly. Dissolves instantly,
even in ice-cold water! No beating, no shaking!
Ready to drink—instantly!

P. S. May be mixed with milk for double nutrition!

**NO EXTRAS TO BUY—SAVES YOUR
REGULAR MILK SUPPLY!**





See **MARY MARTIN** as "Peter Pan" in the second showing of the great TV and stage hit in brilliant, 21-inch color on NBC-TV in January. The actual-size picture

BIG COLOR IS

RCA Victor announces immediate
two beautiful new 21-inch Color

BIG-SCREEN COLOR TELEVISION HAS ARRIVED! And it's breathtaking. As exciting and beautiful as all outdoors . . . and so true to life, you've got to see it yourself to believe it! You can have Big Color TV in your home right now—full 21-inch color in either of two stunning new cabinet styles by RCA Victor.

BIG AS LIFE—REAL AS LIFE! Just imagine how "Peter Pan" or other spectacular color shows would have looked if you had seen them in RCA Victor Big Color! This is full-size 21-inch TV, with far more viewing area than older small-screen color sets. RCA Victor's new Tri-Color Picture Tube gives you color pictures that are steady and brilliant and do not blur or fade!

BLACK-AND-WHITE, TOO—IT'S COMPATIBLE! These sets bring you not

only the growing number of exciting new color shows—but all standard black-and-white telecasts in finest black-and-white. The black-and-white picture on these new sets is sharp and clear — fully as good as the picture on regular RCA Victor sets.

AS TROUBLE-FREE AND EASY TO TUNE as black-and-white TV! You get the dependability and quality that make more people buy RCA Victor than any other television! Just two simple controls quickly adjust color to your taste. What's more, you're all set for UHF—each set has a high-speed UHF-VHF tuner.

YOU CAN BUY 21-INCH COLOR TV NOW! For the thrill of your life, you're invited to see a colorcast of one of the big color shows at your RCA Victor dealer's. See him soon.



is so big on new RCA Victor 21-inch Color TV, we couldn't get it all on these pages!

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FIRST IN BLACK-AND-WHITE TELEVISION



RCA VICTOR

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FIRST IN COMPATIBLE COLOR TELEVISION



THE NEW 21-INCH SEVILLE—Big Color Television consolette by RCA Victor. Brilliant, natural color. Receives black-and-white programs, too. UHF-VHF tuner. "Low-boy" styling. Mahogany finish. Also available in blond tropical hardwood finish (model 21CT661) \$795.



THE NEW 21-INCH DIRECTOR—Big Color Television console. Brilliant, natural color. Receives black-and-white programs, too. UHF-VHF tuner. Two extra-large speakers. Mahogany finish. Also in blond tropical hardwood finish (model 21CT662) \$895.

Manufacturer's nationally advertised list prices shown, subject to change.

See NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color or black-and-white, Monday, August 22.

*This Dad knows
brushing after meals is best,
but it's not always possible.*



New Gleem Toothpaste for people who can't brush after every meal

JUST ONE BRUSHING destroys decay- and odor-causing bacteria!



Mouth odor stopped all day for most people with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives *all-day* protection against most unpleasant mouth odor. So start your day with Gleem.

If you, like most busy people, just can't brush after every meal, change to new Gleem. One Gleem brushing *destroys up to 90% of bacteria* (major cause of tooth decay and mouth odor). Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing!

Kids love Gleem's taste. That's proved by flavor tests. So it's easy to get youngsters to use Gleem regularly. And regular after-meal brushing is a *proven* way for children to reduce tooth decay. So get Gleem for your family—it's the fastest-growing toothpaste in the U. S.!



**Only Procter & Gamble's new
GLEEM has **GL-70**
new cleaner and decay fighter!**

A Diabolic Preacher Runs Amok



JAILED FOR CAR THEFT, POWELL RAISES KNIFE AND ASKS GOD TO HELP HIM FIND A HIDDEN FORTUNE

ROBERT MITCHUM IS A CHILLING VILLAIN IN 'NIGHT OF THE HUNTER'

Around the plight of two children being chased through the night by a murderous preacher, Author Davis Grubb built his exciting 1953 novel, *The Night of the Hunter*. Now the bogus soulsaver, Harry Powell, acted with fiendish relish by Robert Mitchum, is on the prowl again in the first film ever made by Stage Producer Paul Gregory.

Directed by Charles Laughton, the movie is loaded with symbolism about good and evil and is often too busy being arty to be scary. It is at its best when it hews simply to the original yarn about two youngsters whose father entrusts them with a cache of stolen money, which for safekeeping they stuff inside a doll just before the father is arrested for

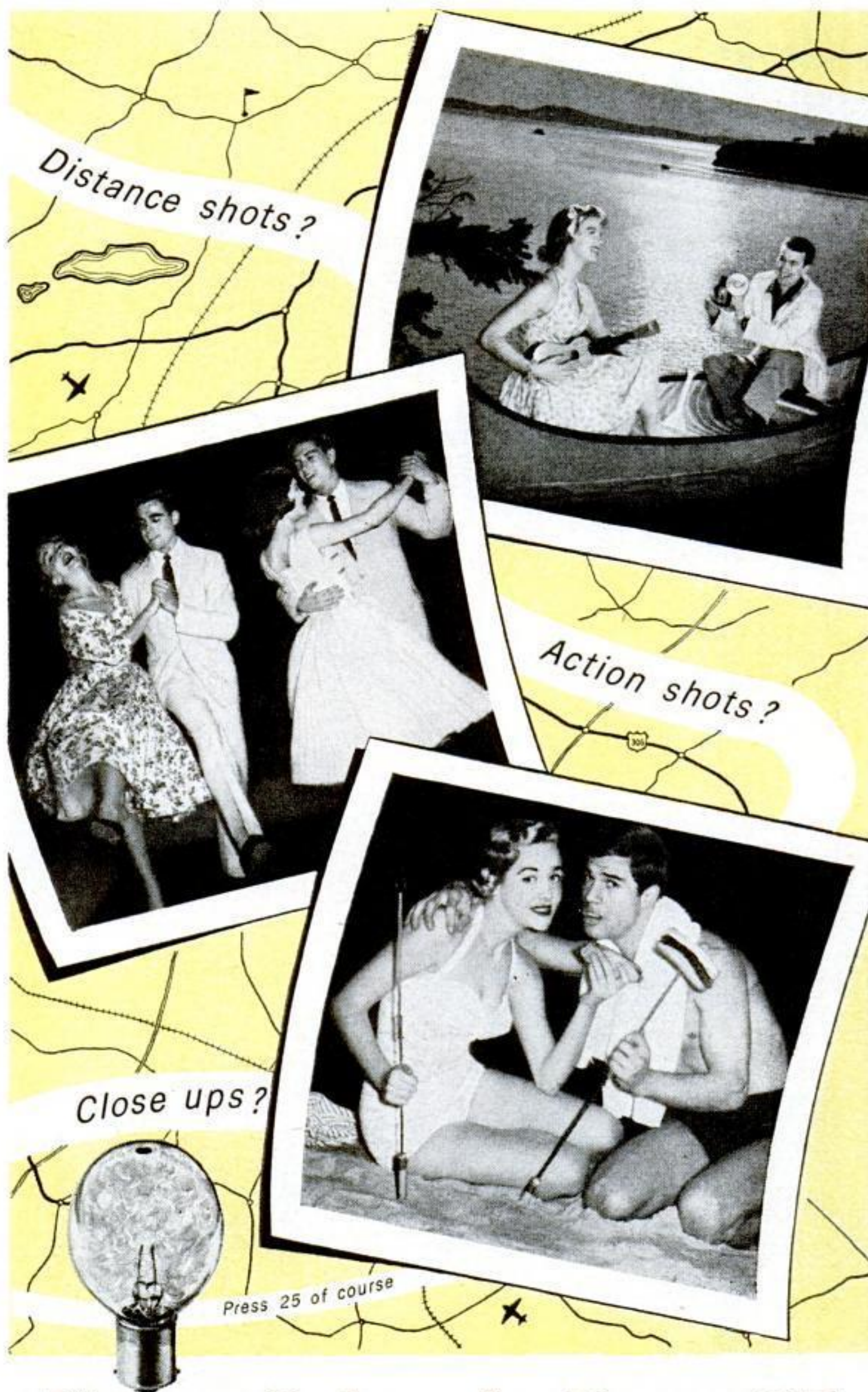
murder. In prison the father's cellmate is the sinister preacher, who learns that the money exists. After the father is hanged the preacher proceeds to seek out and marry the dead man's widow in order to find where the fortune is hidden. The children suspect him, however, and after he gets around to murdering their mother they flee down the river, doll in hand and villain at their heels.

In its river sequences the movie evokes some of the magic of *Huckleberry Finn* and achieves the quality of an authentic American fable. If sometimes it strains too hard at being simple and winds up being pretentious, it still is one of the year's most interesting and provocative films.

STALKING CHILDREN, POWELL DISPLAYS TATTOOED KNUCKLES HE USES IN SERMONS TO SHOW "LOVE" ON RIGHT HAND IS STRONGER THAN "HATE" ON LEFT



CONTINUED



Yes, a Sylvania Press 25 gets all 3!

You need only this flashbulb to take any picture...any place...any time...with any flash camera

● Wherever the road map takes you this summer, bring back pictures of vacation *nights* as well as vacation days. Take along plenty of Sylvania Press 25's. The most *versatile* flashbulb, it gets wonderful close-ups from as near as 6 feet, distance shots from as far back as 25 feet, stops fast action cold. That's why *Sylvania* is the *press* photographer's favorite!

There are many other Sylvania Flashbulbs, of course, for special purposes; but Press 25 is the all-purpose flashbulb. Makes crisp, clear snapshots at any distance with simple, fixed-focus cameras and ordinary black-and-white film. (25B for outdoor color film.)

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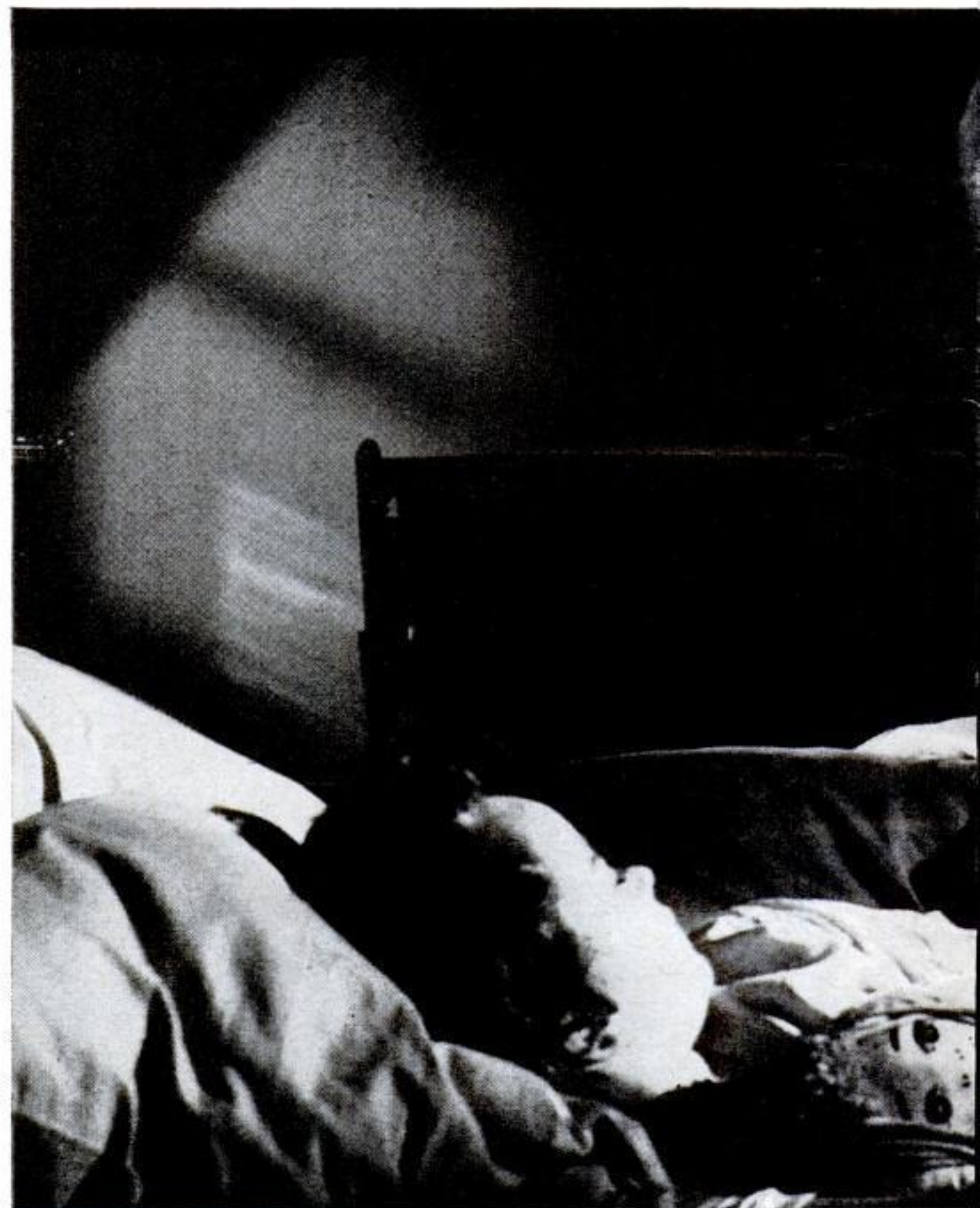
Look for the Blue Dot
... it pays off in finer flash pictures



SYLVANIA®...fastest growing name in sight!



EVIL INFLUENCE of preacher on dead man's family is felt least by little girl (*left*), who is shyly charmed by his petting. But he reviles the widow,



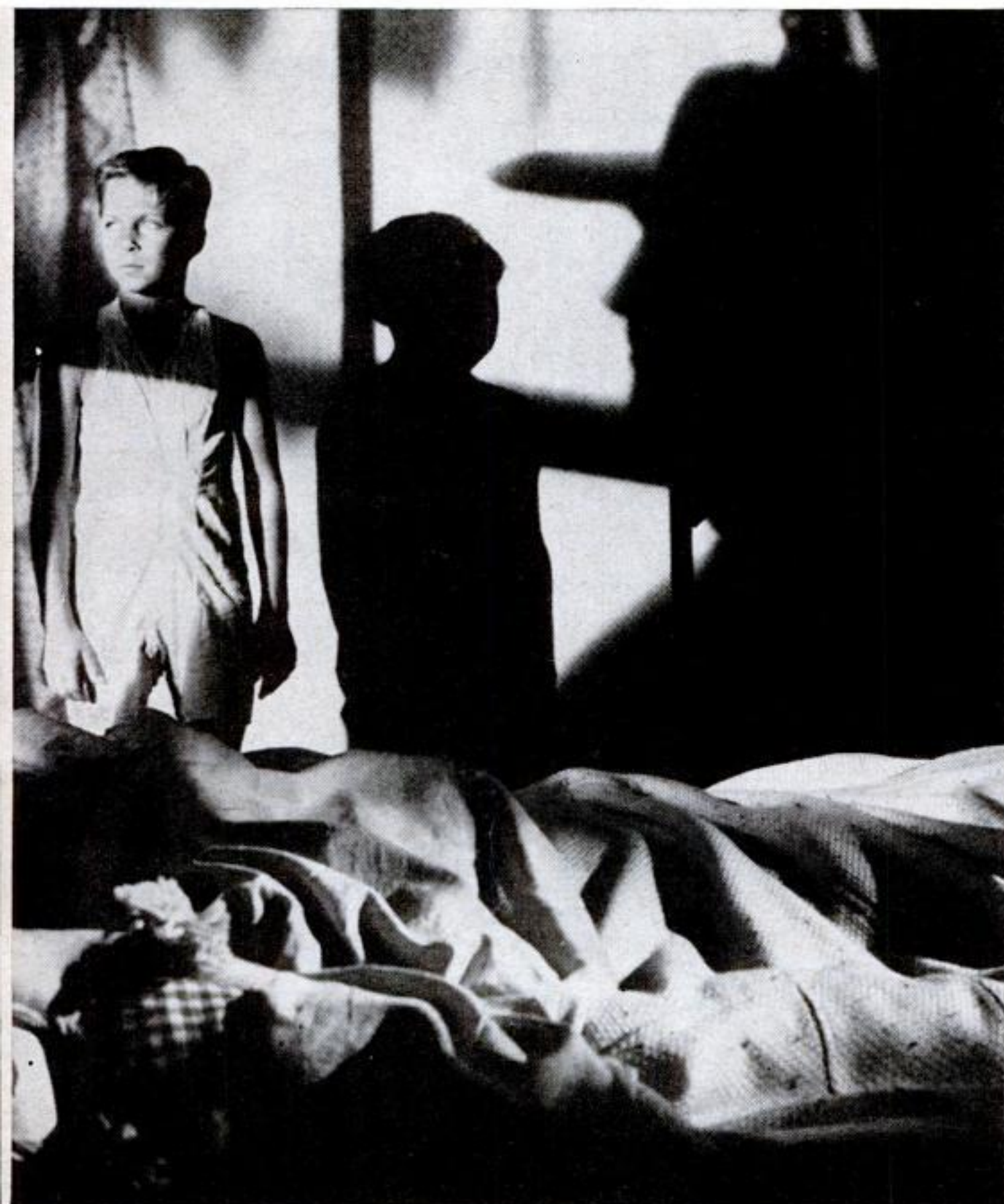
TELLING A STORY TO SISTER (SALLY JANE BRUCE), WHO SLEEPS BESIDE

CHASE BEGINS as preacher wildly pursues the children, carrying doll, up cellar stairs. They escape to the river where the boy has hidden a skiff in





Shelley Winters (center), on their wedding night, makes her feel ashamed of her wifely impulses, and incites boy (Billy Chapin) to hurl a shoe at him.



DOLL FILLED WITH MONEY, THE BOY RECOILS AT PREACHER'S SHADOW

case of trouble. The preacher follows them (below, right), brandishing his knife, but the children pole off in flight which finally leads them to freedom.



Feeling sluggish as a turtle—
"Innards" logy, brain unfertile?



A "regular" quiz kid you will stay
If lemon in water starts your day!

KEEP REGULAR THE HEALTHFUL WAY:



Fresh Juice
of 1 Lemon



In Glass
of Water



First Thing
on Arising

Most people find fresh lemon juice in water—taken first thing on arising—overcomes sluggishness and insures prompt, normal elimination.

This simple, natural fruit drink is not a harsh laxative, not a drug. It's *good* for you. Doctors emphasize that *fresh* lemons—fresh from sunny groves in California and Arizona—are among the richest-known sources of vitamin C, and

provide B₁ and the *bioflavonoids*. They alkalize, aid digestion, help prevent colds and infections.

So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

Sunkist

DANCING'S DISMAL
When Corn Pain Strikes!
Enjoy yourself; dissolve even toughest corns quickly, painlessly with medicated, liquid Gets-It. Safe relief, even as you walk. Use Gets-It today!

GETS-IT
LIQUID CORN REMOVER

PULVEX
ANTI-SCRATCH FLEA POWDER

KILLS Fleas, Lice, Ticks
Fungi and Bacteria

ANOTHER COOPER PRODUCT

IMPROVED • SOFTER
EZO DENTAL CUSHIONS
helps make **FALSE TEETH**
more comfortable

- Helps Keep Seeds Out
- Helps Ease Pressure on Gums
- Helps Plate Fit Snug
- Helps Prevent Clicking

MONTH'S SUPPLY ONLY . . . 60c

AT ALL DRUG STORES

USE...HOLLYWOOD

sani-white

for the whitest shoes
you've ever worn!

Also in "Sani-Black" and "Sani-Brown"
At Leading Chain and Independent Stores

BEAUTY TIPS *by Cara Nome*



Here are two rare, half-price specials this month—better stock up and save!



CARA NOME DEODORANT CREAM

really stops perspiration. The regular 2-oz., \$1 size, now just half-price during August only!..... **50¢**

CARA NOME FACE POWDER

is pure, mild, safe for the most delicate skins. This finer, longer-clinging powder is 1/2-price now! Large size, regularly \$2.50, now only... **\$1.25**



CARA NOME SUNTAN LOTION

—double your money back if you don't agree it's the best you've ever used! This creamy lotion has a "sun screen" of special filtering ingredients that help prevent burn: let you tan evenly. An exceptionally good buy, too. 4-oz. bottle..... **\$1.00**

CARA NOME SPRAY HAIR NET

is the new, non-sticky modified lanolin formula that keeps hair picture perfect but soft. No board-like feel! Leaves your locks as lustrous as a model's. Big, 5-oz. Aerosol push-button container, only..... **\$1.25**



Now be sure to check every one of the 8 beauty buys below—each is a must for summer loveliness!

Cara Nome Compressed Bath Powder, 3-oz., choice of 3 fragrances: Cara Nome, **\$1.50**; Springwood, **\$2.00**; or White Mink, **\$2.25**
Cara Nome Perfumed Spray Deodorant in a pretty plastic spray-bottle..... **\$1.10**
Cara Nome's New Liquid Cleansing Cream deep-cleanses the neat new liquid way. Generous 6-oz. squeeze-bottle, a buy at only... **\$1.50**
Cara Nome's Pat-A-Way Stick hides blemishes at a touch! Truly conceals spots, freckles, even lines and shadows! In propel-repel case, **\$1.50**
Only a first kiss could give you that warm, radiant look you get with **Cara Nome Liquid Blush**, the wonderful new dot-on rouge... **\$1.10**
Cara Nome's New Lipstick is called *Perma-creme* because it stays on, yet stays creamy—thanks to a miracle derivative of lanolin. Ten exciting new shades, each only..... **\$1.10**
Cara Nome Liquid Foundation blends naturally, smoothly with your complexion to give you a flawless, youthful look..... **\$1.25**
Cara Nome Dusting Powder is extra soft, due to fine talc base. 5 1/2-oz. box..... **\$1.50**
Be sure of summer loveliness with these superb Cara Nome beauty aids made with the world's finest ingredients—unsurpassed by any other brand at any price. Remember—Cara Nome products are exclusive at Rexall drug stores.

FAMILY REMEDIES

Rexall Aspirin. None faster-acting at any price! 5 grain, 100-tablet bottle, only... **54¢**
Rexall Tiny Tot Aspirin for Babies. 1/2 gr., raspberry flavored. Bottle of 100..... **35¢**
Rexall Hygienic Powder. 6 oz., only... **75¢**
Rexall Peroxide of Hydrogen. 3% solution. Cleanses cuts, often checks cold sores in early stages. Full pint bottle, only..... **45¢**
Rexall Thermorex Tablets help prevent heat cramps, exhaustion. Bottle of 100, only **49¢**
Rexall Nasothricin Nasal Spray. Relieves "stuffed up" nose, contains the modern antibiotic, Tyrothricin—to fight bacteria. In handy 1/2-oz. plastic squeeze-bottle, only **89¢**
Rexall Poison Ivy Lotion. 2-oz. bottle, only **55¢**; 5-oz. push-button Aerosol, only **\$1.69**
Rexall Liquid Saccharin Drops. Calorie-free sweetener already dissolved in handy plastic squeeze-a-drop bottle. Two drops are equivalent tsp. sugar. 25 cc, only..... **65¢**

Save in August on Guaranteed



GENTLE
REGULAR
SUPER
EACH **\$1.50**

NOW! NO PERMANENT OUTLASTS

New fast

Natural Curl Home Permanent by Cara Nome

fast INTRODUCTORY OFFER
New S-T-R-E-T-C-H Nylons

(\$1.65 Value) **\$1.00** 1 Pair with Box Top from ONLY Any Cara Nome Permanent

Super-sheer Spuntex—60 gauge, 15 denier; dark or light seam; lovely summer and fall shades! Ask your Rexall druggist for coupon to send with \$1 and box top from any Cara Nome "Natural Curl" permanent: Fast, Pin Curl or Little Girl's (each, \$1.50).



Even a beauty shop permanent won't outlast FAST, thanks to 3 FAST secrets:

fast has professional waving lotion, with Thioglycolate—the same costly chemical used in \$25 permanents at luxurious Hollywood beauty salons!

fast has famous Neutrallock Neutralizer—a Cara Nome exclusive—to

lock the curl instantly at the exact softness you want, prevent kinkiness, keep the curl from weakening when you comb out your wave (you can even shampoo at once, if you wish)!

fast end-papers are fabric—to help the waving lotion saturate every curl thoroughly. This special fabric is

not paper-flimsy: won't cling to wet fingers; makes curl-winding easier.

fast is faster, longer-lasting, softer from the start—no frizz, no broken ends, no breaking-in period with new FAST.

Buy FAST this month—with special Stretch Nylon offer. Only Rexall druggists can sell Cara Nome's new FAST.



MONEY-BACK GUARANTEED

4 3/4-oz. powder Only **89¢**

Heartburn? Belching? REXALL BISMA-REX

Gives fast, 4-way relief from discomfort of acid-upset stomach. Exclusive "relay" action of Bisma-Rex ingredients starts fast yet prolongs relief. Bisma-Rex is sold only at Rexall Stores. Bisma-Rex Gel. Liquid form. 1/2 pt.... **\$1.19**
 Bisma-Rex Mates. Tablet form. 75..... **89¢**

SAVE **60¢** ON NEW GIANT BOTTLE!

REXALL MONACET QUICK, 3-WAY PAIN RELIEF

Proven combination of aspirin, phenacetin and caffeine gives quick, 3-way relay relief from simple headache, neuralgia, and minor muscular aches. Caffeine helps relieve depressing effect of colds. Aspirin goes to work fast, while phenacetin takes over later—so you get not only quick, but prolonged relief. Rexall Monacet sold only at Rexall Stores.

Regularly 100 for 79¢
 Now bottle of 200 Only **98¢**



MONEY-BACK GUARANTEED



MONEY-BACK GUARANTEED

NOW! SQUEEZE-A-DROP EYE RELIEF! REXALL EYELO DROPS

Give quick, soothing relief to irritated eyes. Always have some with you to relieve irritation from strong light, wind, dust, etc. In unbreakable plastic tube—no dropper needed. Always keep one handy. Rexall Eyo Eyewash. 4 oz., with eyecup... **39¢**

1 oz. Only **79¢**



CHECK ATHLETE'S FOOT

REXALL FUNGI-REX

Greaseless ointment gives fast, effective relief from itching, burning discomfort.

Rexall Fungi-Rex Powder. 4 oz.... **59¢**
 Rexall Fungi-Rex Salve. 1 1/2 oz.... **75¢**
 Rexall Fungi-Rex Liquid. Easy to apply. 3-oz. bottle, only..... **75¢**
 Rexall Fungi-Rex Aerosol. Push-button spray. 4 oz., only..... **\$1.59**
 Rexall Fungi-Rex Combination. Salve, powder, and Rex-Salvine, only... **\$1.79**
 Rexall Fungi-Rex Lotion. For effective relief from simple ringworm infection of tender body parts. 2 oz., only..... **79¢**

ITCHING, BURNING SKIN?

REXALL GYPSY CREAM

Greaseless lotion for protective, soothing relief from sunburn, other minor skin irritations. Can't stain clothes.

8 oz. Only **69¢**



Ointment, 4-oz. tube, only..... **69¢**

THERE IS A GUARANTEED REXALL PRODUCT FOR EVERY DRUG NEED

REXALL Drug Products

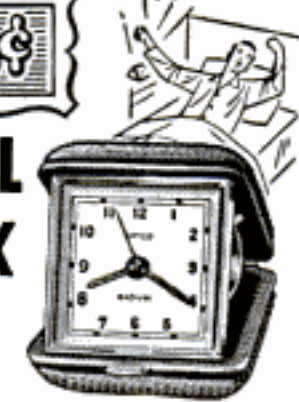
AT YOUR REXALL DRUG STORE

SINCE 1903

Every Rexall drug product has been guaranteed to give complete satisfaction or your money back.

SAVE 96¢ ARTCO TRAVEL ALARM CLOCK

Only 3" square! Has 30-hr. imported precision movement, luminous dial, genuine leather case. Loud but pleasant alarm.



\$5.95 Value
Now **\$4.99**

SPECIAL! REXALL LUXURY TISSUES

Boxes of 300 sheets—delicately soft, yet extra-strong. In white or assorted colors.

Klenzo Tissues, Handy Pack. Always have some in pocket, purse. 5¢, 6 for 25¢



3 boxes for **67¢**

SAVE \$1.50 REX-WAY BATH SCALE

First time at this low price—the smart new "flat" style. Magnified, easy-reading dial. Choose from white, blue or green.



Reg. \$6.49
Now just **\$4.99**

SAVE 20¢ DURING AUGUST! REXALL DEFENDER BATH & SHAMPOO SPRAY



Can be used anywhere because it fits all faucet sizes. Fine for shampooing hair—has massage brush ring. Anti-kink coil springs keep hose straight. Red or Green.

Reg. 89¢
Now **69¢**

SUMMER FIRST AID NEEDS

FOR YOUR CAR REXALL FIRST AID KIT



Complete Contains 7 basic first aid items plus a handy manual.
\$1.35

Large Size Kit. 11 basic first aid items plus an informative manual, only.....**\$2.50**
Rexall Cotton Balls for first aid, nursery and cosmetic application. Box of 65...**39¢**
Rexall Plastic Quik-Bands. Flexible adhesive bandages that stick even in water. Plain or Mercurochrome. 33, only.....**39¢**
Rexall Rex-Salvine for minor burns. Relieves pain, checks germ growth. 1½-oz. tube, only **57¢**; 5-oz. Aerosol, only.....**\$1.39**
Rexall Sunburn Cream. Aerosol. Swift and prolonged relief. 5 oz., only.....**\$1.49**
Rexall Motion Sickness Tablets help prevent queasiness in car, train, boat, plane, bus. Contain no narcotics. Box of 12...**89¢**
Rexall Skin Antiseptic for minor cuts, scratches. Superior new formula. 1-oz. bottle with glass-applicator top, only.....**33¢**

QUICK HAIR CARE! STAG "READY GROOM" CREAM HAIR TONIC

Creamy foam at your finger tips! Non-sticky; keeps hair neat, manageable.

5-oz. Aerosol
\$1.25



SPEED SHAVING TIME! STAG "READY SHAVE"

Clean, smooth shaves in minutes! Just foam rich lather on hand, smooth on face. Pleasant Stag scent.

5-oz. Aerosol
\$1.00



49¢ SAVING! FOR MEN ONLY! STAG SPRAY DEODORANT

Easy to apply, quick vanishing anti-perspirant that preserves after-shower freshness all day. Will not stain clothes; has subtle Stag scent.

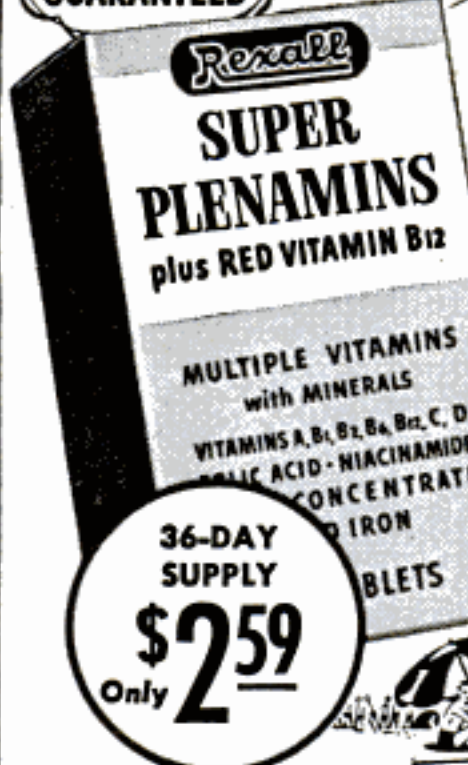


3 oz., Reg. 98¢
Now **49¢**

ANN DELAFIELD REDUCING PLANS let you lose up to 5 lbs. a week without starving or strenuous exercises. **For Women.** Big beauty book, 30-day supply of appetite-reducing wafers and vitamins, **\$6.95**; Refill, **\$5.95**. **For Men.** Book of menus and instructions, 10-day supply of appetite-reducing wafers and vitamins. Complete plan, **\$3.50**; Refill.....**\$2.50**

Commercial Envelopes Choice of 3 styles: you get 32 plain white; 36 return address; or 36 air mail. 6¼ size. Reg. 25¢... **19¢**
Lady Fair Plastic Household Gloves Oil and acid resistant; non-slip finish. Regularly 69¢, now **49¢**
Klenzo Cellulite Sponge Extra-rugged for scrubbing dishes, sinks, tubs, etc. Rectangular or oval. 35¢ value, now... **27¢**
Cape Cod Vacuum Bottle Pint. Green striped enameled steel case with dripless pouring lip. \$1.59 value, now... **\$1.29**
Eli Absorbent Cotton Big pound roll of utility cotton. Tear off as you need it for all household uses. Special during August... **57¢**
Helen Cornell Bobby Pins Black or bronze, 90 regular or 72 rubber-tipped. Reg. 25¢ card, now 18¢ or 2 cards for **35¢**

MONEY-BACK
GUARANTEED



Don't Let Summer Heat Sap Your Energy! Take REXALL SUPER PLENAMINS

Summer heat and activities make extra demands on your energy. That's why you may need Super Plenamins now more than ever—to help restore lost vitality. One tablet daily supplies more than your minimum requirement of all vitamins with known minimums—plus other important vitamins and 12 valuable minerals. Exclusive at Rexall Drug Stores. 10-Week Supply of 72 tablets...only **\$4.79**
Economy-Size Bottle, 144 tablets, only **\$7.95**

NEW ANTIHISTAMINE RELIEF FOR IRRITATED SKIN REXALL HISTACALMA CREAM

Now! 3 tested remedies combined—for 3-way relief from insect bites, simple hives, poison oak and ivy. Antihistamine relieves itching and smarting, calamine soothes, benzocaine relieves pain fast. Flesh-colored.



1½-oz. tube
87¢

"DRY UP" ANNOYING HAY FEVER MISERIES REXALL ANTIHISTAMINE TABLETS

Quickly relieves sniffles, sneezes and watery eyes.

25 mgs.
15 for only **49¢**



Freshen Breath REXALL Mi-31 ANTISEPTIC

Famous amber-color mouthwash, gargle, multi-purpose antiseptic for the whole family. Full pint bottle gives you more for your money.

Full pint Only **79¢**

Rexall Klenzo Antiseptic. Famous ruby-red mouthwash and breath sweetener. Pleasant-tasting cinnamon flavor. Pt., **79¢**
Rexall Mineral Oil for Sluggishness. Odorless, tasteless, calorie-free. Pint, **69¢**
Rexall Rex-Eme for Irritated Skin. Greaseless cream quickly relieves smarting, helps promote healing. 2 oz.....**33¢**
Rexall Prickly Heat Powder. Cools, soothes and absorbs moisture. 4 oz....**35¢**
Rexall Poison Oak Cream. Soothes, cools, comforts—relieves itching. 3 oz., **69¢**
Rexall Corn Solvent. Removes corns and calluses painlessly. ½ oz., only.....**35¢**
Rexall Foot Powder. Relieves burning, and absorbs perspiration. 4 oz.**39¢**
Rexall Tiny Tot Zinc Stearate. Relieves diaper rash and chafing. 1 oz., only...**49¢**
Rexall Toothache Drops. ¼ oz., only **35¢**
Rexall Glycerin Suppositories. Give prompt relief. Adult or infant. 12...**43¢**
Rexall Rubbing Alcohol. An excellent, non-irritating compound for quick relief from minor muscular aches. Full pint, **69¢**

FLIES? BUGS? MOSQUITOES?

LURES THEM TO DEATH!

ELKAYS FLY CHARMER

No swat, no sweat! Just set it anywhere, indoors or out—flies can't resist it, yet it's completely odorless to humans. Refill, 98¢



Elkays Aerosol Insect Killer Cut 40¢. 12-oz. Aerosol, regular \$1.29; now only...**89¢**
Elkays Insecticide Powder with DDT, 10%. Really economical at 4 oz. for...**39¢**
Elkays Non-DDT Insecticide. Safe for use as directed. Controls flies, mosquitoes, ants, etc. Pint, only **69¢**; 12-oz. Aerosol...**\$1.59**
Elkays Insect Repellent. Comes in 3 forms: Liquid, in 2-oz. bottle, only.....**59¢**
Cream, in 1½-oz. tube, only.....**59¢**
Aerosol, in 5-oz. push-button can...**\$1.19**
Elkays Ant & Roach Killer. In easy-to-use push-button Aerosol. 10 oz., only...**\$1.19**
Elkays Rose & Plant Spray. Insecticide. Effective indoors or out. 12-oz. Aerosol, **\$1.69**
Elkays Moth Proofer. 12-oz. Aerosol, **\$1.95**

These suggested retail prices are effective through August 31, 1955, and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, Calif.



YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL



Your Rexall druggist is a prescription specialist—dedicated to the health and welfare of your community.

THE LABEL TO LOOK FOR ON FOAM PILLOWS



The distinctive Restfoam label identifies this pillow as the finest foam rubber. It guarantees luxurious comfort and years of pleasure. No wonder more and more manufacturers of fine pillows and furniture are labeling their products: "Cushioned for Comfort with Restfoam." Remember, when it's cushioned with Restfoam you can see the difference . . . feel the difference . . . enjoy the difference.



This tag tells you why Restfoam's your best buy

RESTFOAM
FOAM RUBBER CUSHIONING

Hewitt-Robins

HEWITT-ROBINS INCORPORATED • STAMFORD, CONN.

ANIMALS



AN EDIBLE ADMONITION

When he was a little fellow with only a two-foot neck this giraffe, whose name is Carl, hungrily eyed a fiberboard sign put up by keepers of the Odense zoo in Denmark. As he grew, Carl nibbled on the windowframes of his pen. Recently, with Carl now tall enough to reach the sign, the inscription "Feeding Strictly Forbidden" began to disappear, suggesting that a stream of indigestible tidbits would soon be coming his way. But keepers got around Carl's gastronomical gambit. They installed a new sign—so high no giraffe in the world could reach it.

Now at August sale prices! Cannon Fitted Sheets with
NEW "EZY-MATIC" CORNERS



Slip on so easily...you don't have to lift the mattress!

Now you can have fitted sheets that slip on so easily, even a child can manage them. Wonderful Cannon Fitted Sheets with Cannon's own new "Ezy-Matic" Corners!

They're ingeniously cut and shaped to ease over and under *all 4 corners* of your mattress without the slightest pull or tug. And once

they're on, they stay wallpaper smooth. Fit any standard-size mattress, no matter how thick or firm.

Unlike most fitted sheets, Cannon Fitted Sheets are reinforced *all around* the edges to give you longer wear.

Buy Cannon Fitted Sheets now at August White Sale prices.



Extra-sturdy . . . they're *Combspun*. Cannon combs, spins and weaves the yarns in a special way to bring you stronger, longer-wearing sheets. That's why Cannon Percales are as practical as they are beautiful.



So wonderfully smooth! The minute you feel the soft, cool, smoothness of Cannon *Combspun* Percales you'll say "they're luxury sheets." Yet these smooth-sleeping beauties cost only pennies more than muslins.



Cannon carefree colors never fade nor streak. All colorfast, as certified by the American Institute of Laundering. Shell Pink, Aqua, Sunset Rose, Sea Green, Moonlight Yellow, Pink Lilac, True Blue and White.

CANNON percale sheets...
 they're combspun*..to last longer...look lovelier



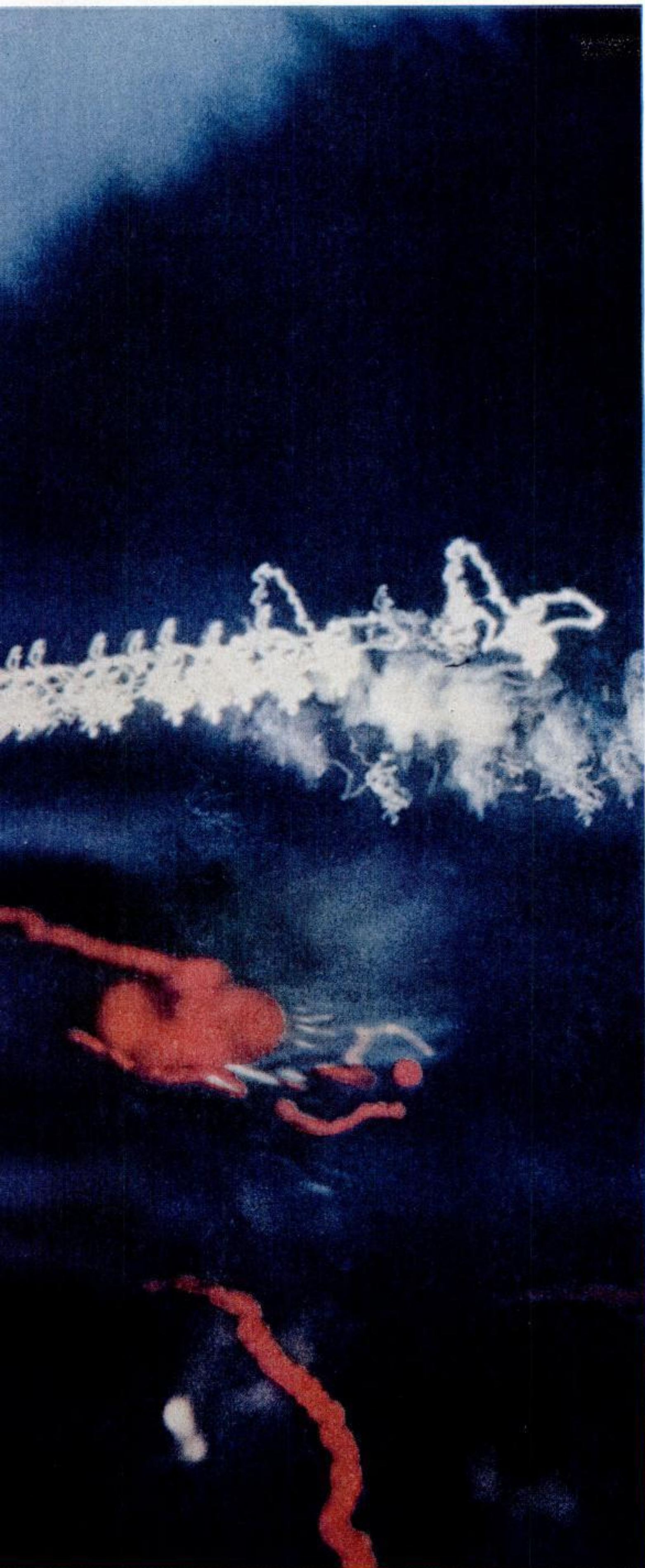
CANNON MILLS, INC., N. Y. 13, N. Y. • CANNON TOWELS • STOCKINGS • BEDSPREADS

*Reg. U. S. Pat. Off.

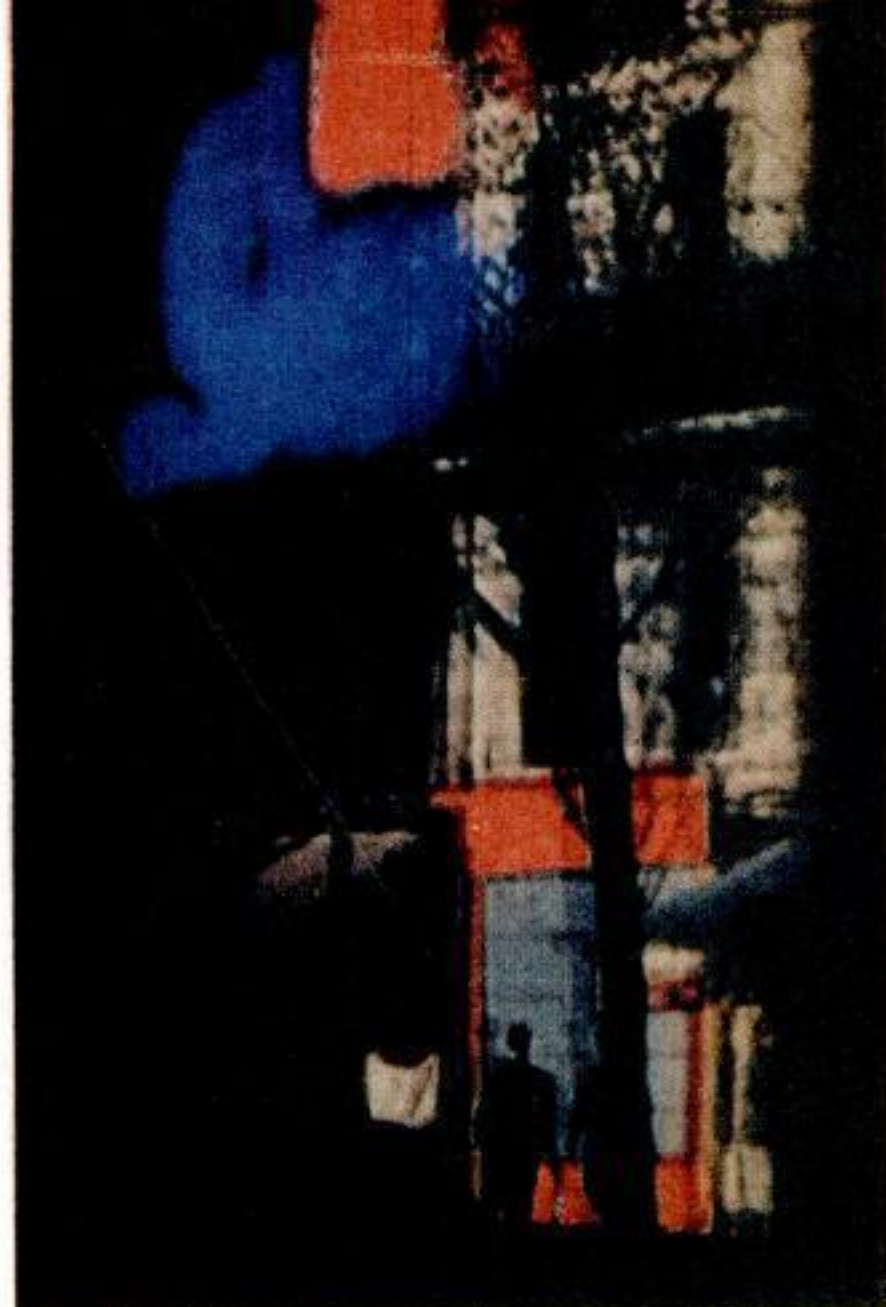




*In a velvety dusk the auto and
street lights on the Champs-Élysées
run jiggly to Arc de Triomphe*



*Windmill sails of the
Moulin Rouge cabaret revolve over
the lively signs of Montmartre*



Reflected color warms a street

THE GLOW OF PARIS

It evokes a city's many moods

Photographed for LIFE by ERNST HAAS

Over long centuries Paris—serene, voluptuous and lovely—has bewitched the world, and each visitor has come away remembering his own Paris: the city of glittering boulevards, perhaps, or of dark crooked little streets, of effervescent gaiety or a reflective quiet. In the enchanting pictures on these pages is the Paris of Ernst Haas, a young Austrian whose photographic portrait of New York (LIFE, Sept. 14 and 21, 1953) found new marvels in another great city.

Haas's camera came away from Paris with soft hazy scenes of a dream city and sudden sharp views of familiar delights. "I shot," Haas says, "without plan. I was not out for subject matter. All I wanted was to connect my moods with those of Paris. Beauty pains, and when it pained most, I shot."

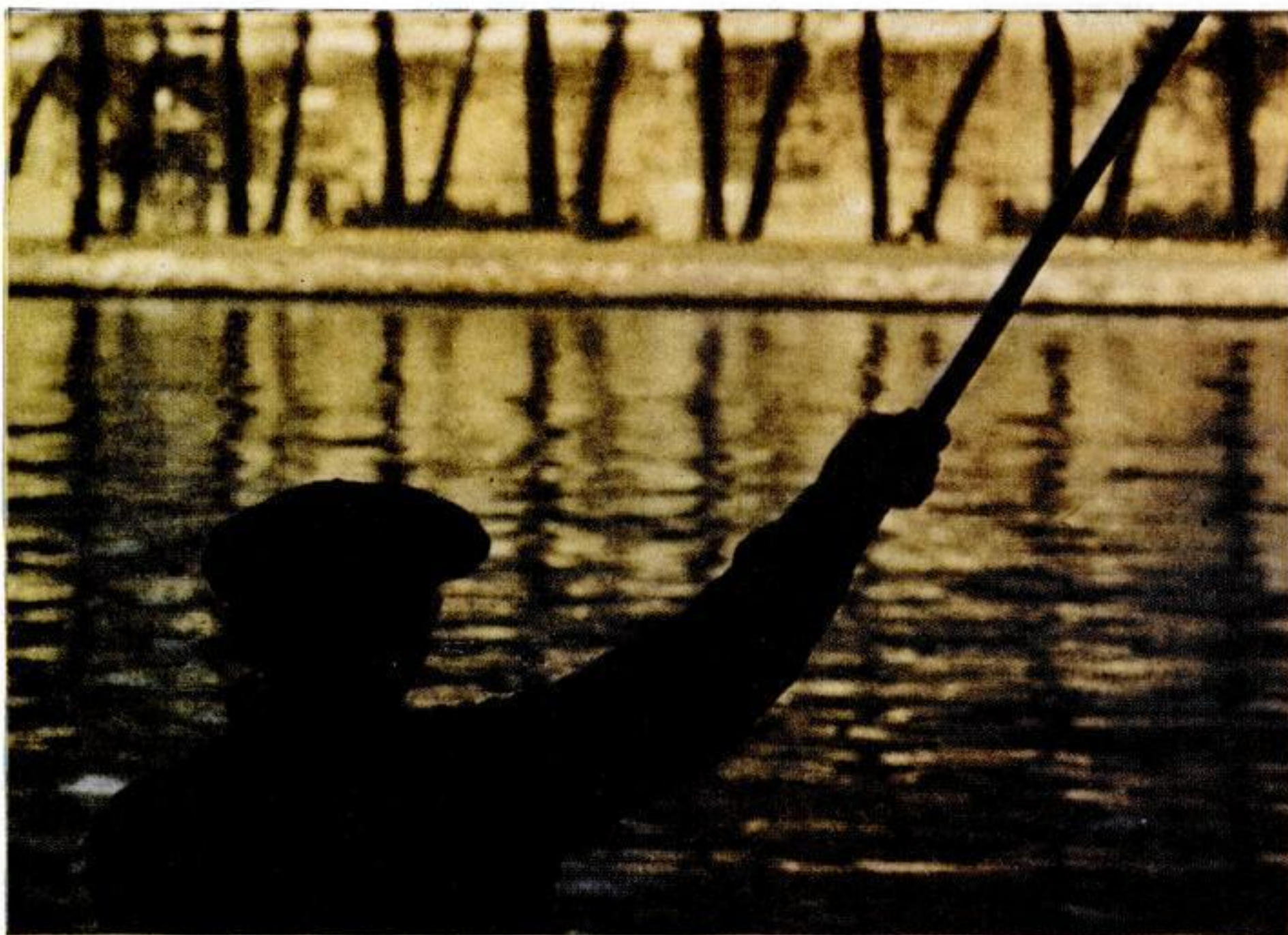




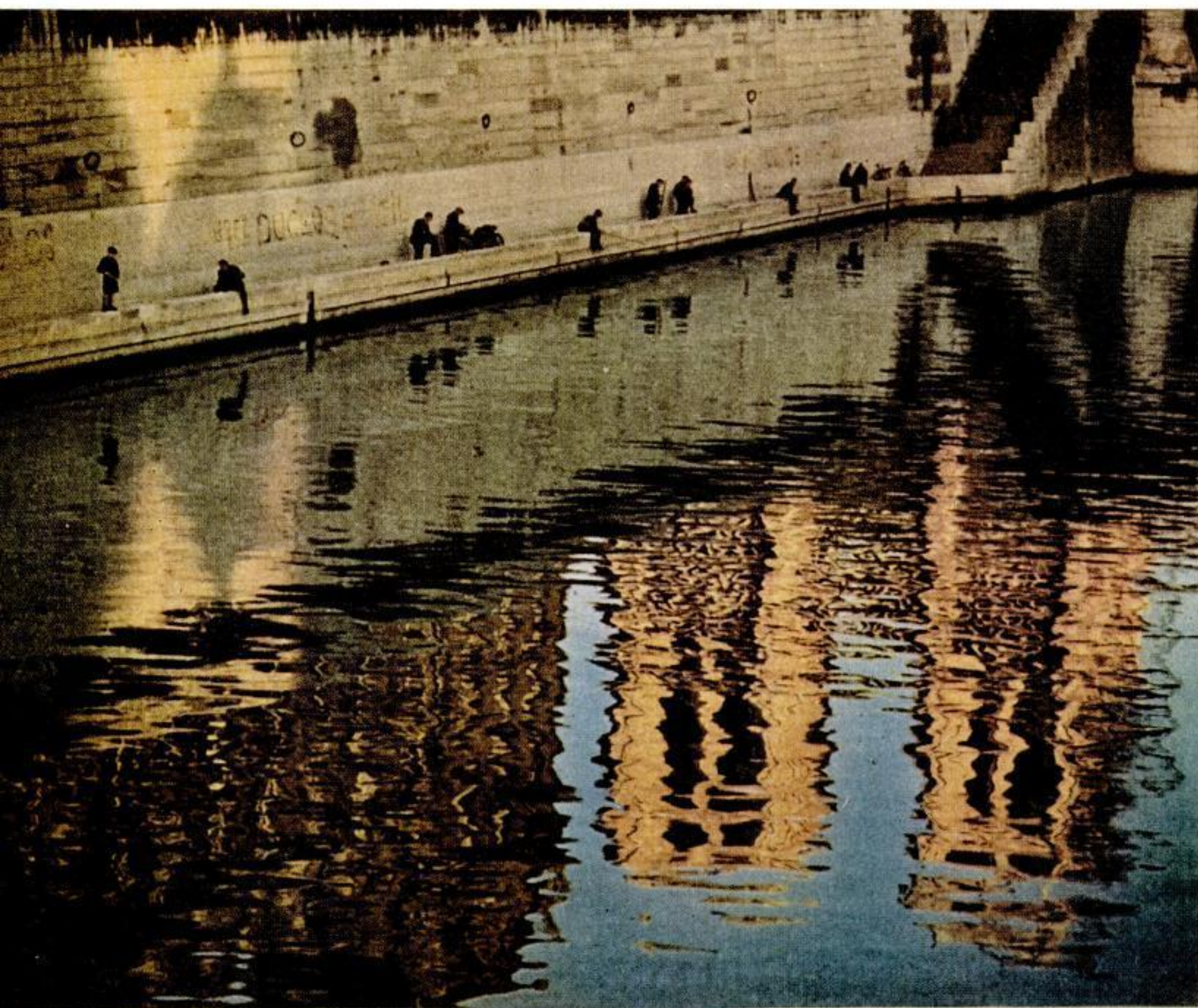
*Under Sacré-Cœur's terraces
the balloons of a vendor intrude brashly
on a sunny Paris Sunday*



*The Seine's slick waters, bearing
a boated angler, distort Napoleon's
medallion on the Pont au Change*

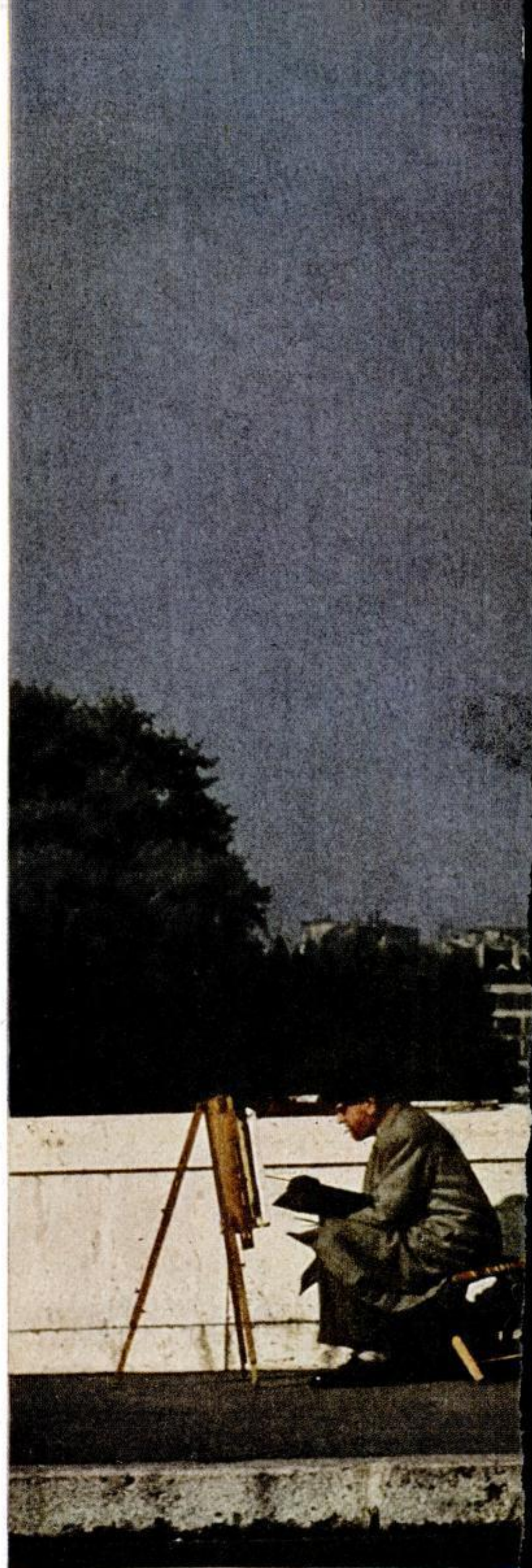


A fisherman casts the Seine only for peace and calm—fish usually come too small for serious consideration



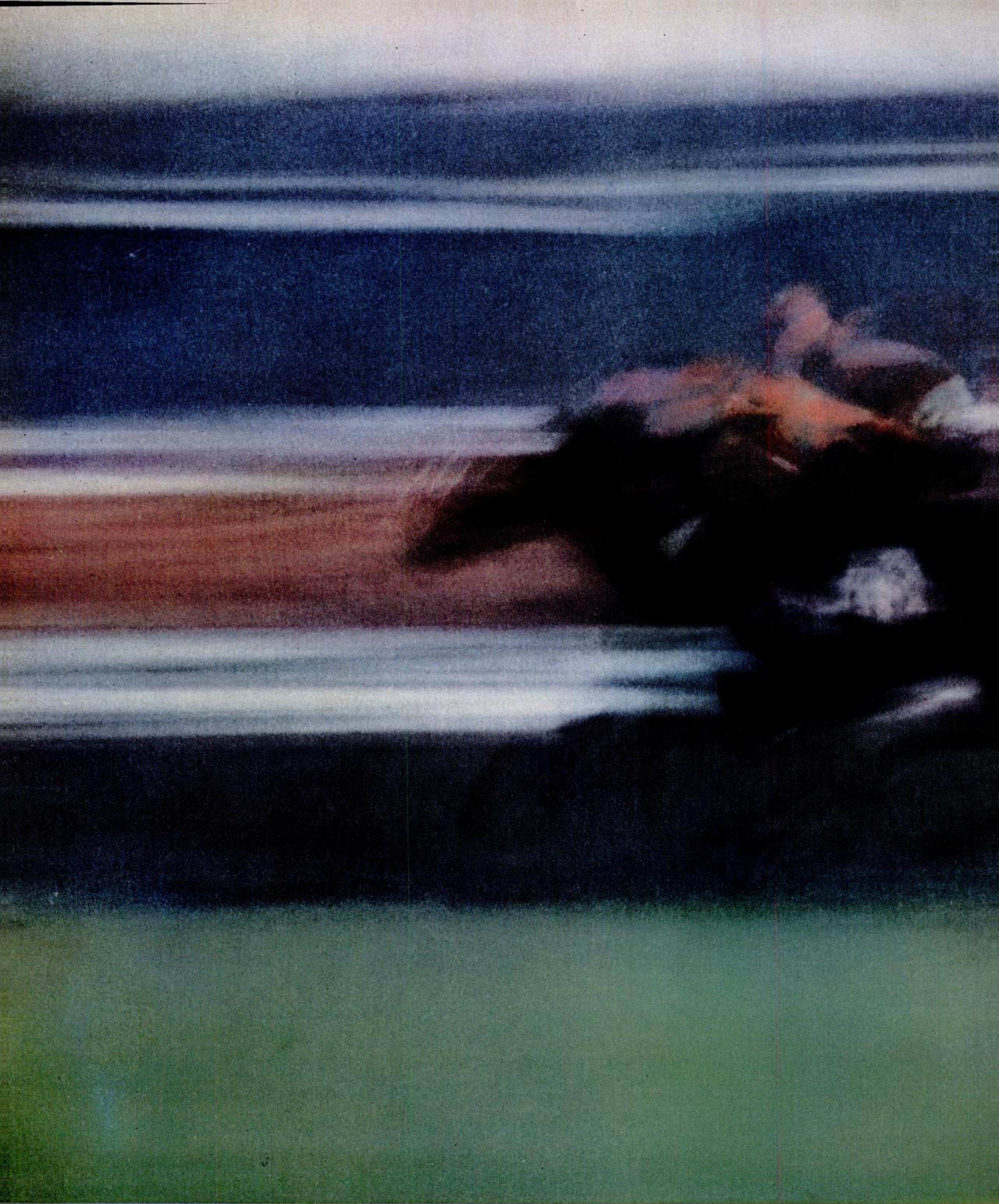
A painter, a photographer and accompanying kibitzers work at the buttressed back of Notre-Dame

Perched on a stone embankment, Seine fishermen drop lines in the reflection of Notre-Dame





*Their capes swirling about them,
two Paris cops stroll the quays
in fraternal discourse*



*Racing to an impressionist finish—
and running the wrong way
by U.S. counterclockwise standards—*



*the horses make a many-legged blur
as they flash all out along
the homestretch at Longchamp track*

*In the Place Clichy
a movie facade adds color to tree
that seems to grow from a bus*

*Rich foliage of the trees
below the Eiffel Tower swallows up
strollers on the Champ-de-Mars*





*Chimney pots, whose clutter covers
old Paris, make jaunty patterns
on the Ile de la Cité roofs*



*Through girders of
the Eiffel Tower,
which are mirrored
in a dusty window,
Paris landmarks glow
in the sunset—
the Invalides where
Napoleon lies (left),
a tower of
St. Sulpice church,
and (right background)
the domed Panthéon*







TONY THE TIGER SAYS:

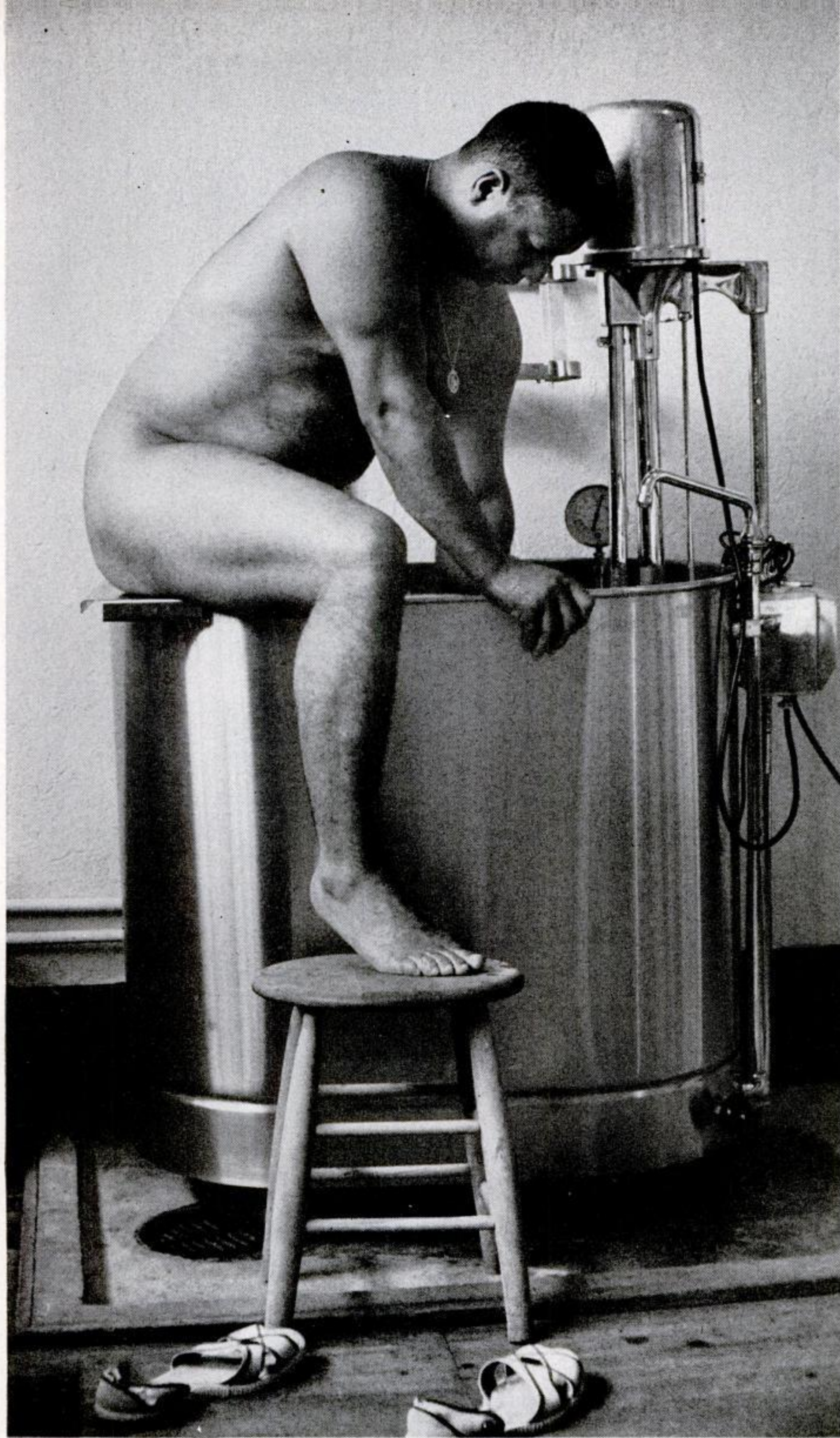
“Reach for it, Andy—they’re gr-r-reat!”

And Tony’s not fooling—these Sugar Frosted Flakes really are Gr-r-reat. Fact is, more folks reach for them (for breakfast and snacks) than any other ready-sweet cereal. Could be Kellogg’s wonderful secret sugar coating—or their special corn flake crispness. Or both! How’s your reach?

Kellogg’s SUGAR FROSTED FLAKES

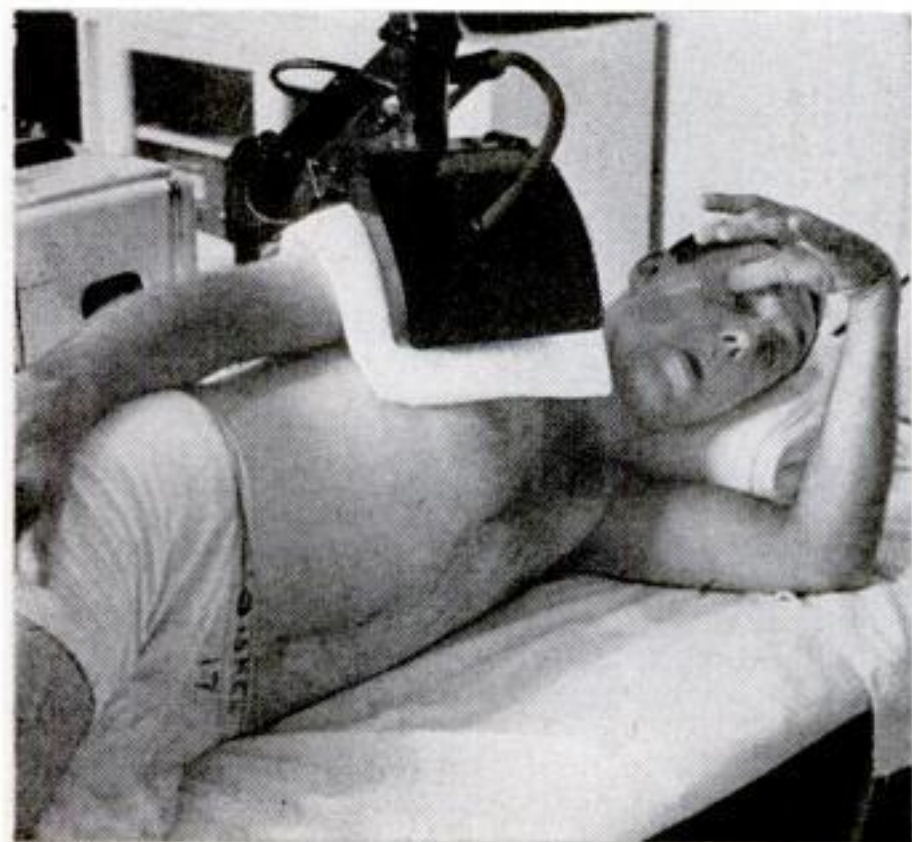


WANTED—Yes, Kellogg’s Sugar Frosted Flakes are wanted by more people than any other ready-sweet cereal. If you haven’t tried ’em yet, don’t let Tony know. Look what happened to Andy Devine!

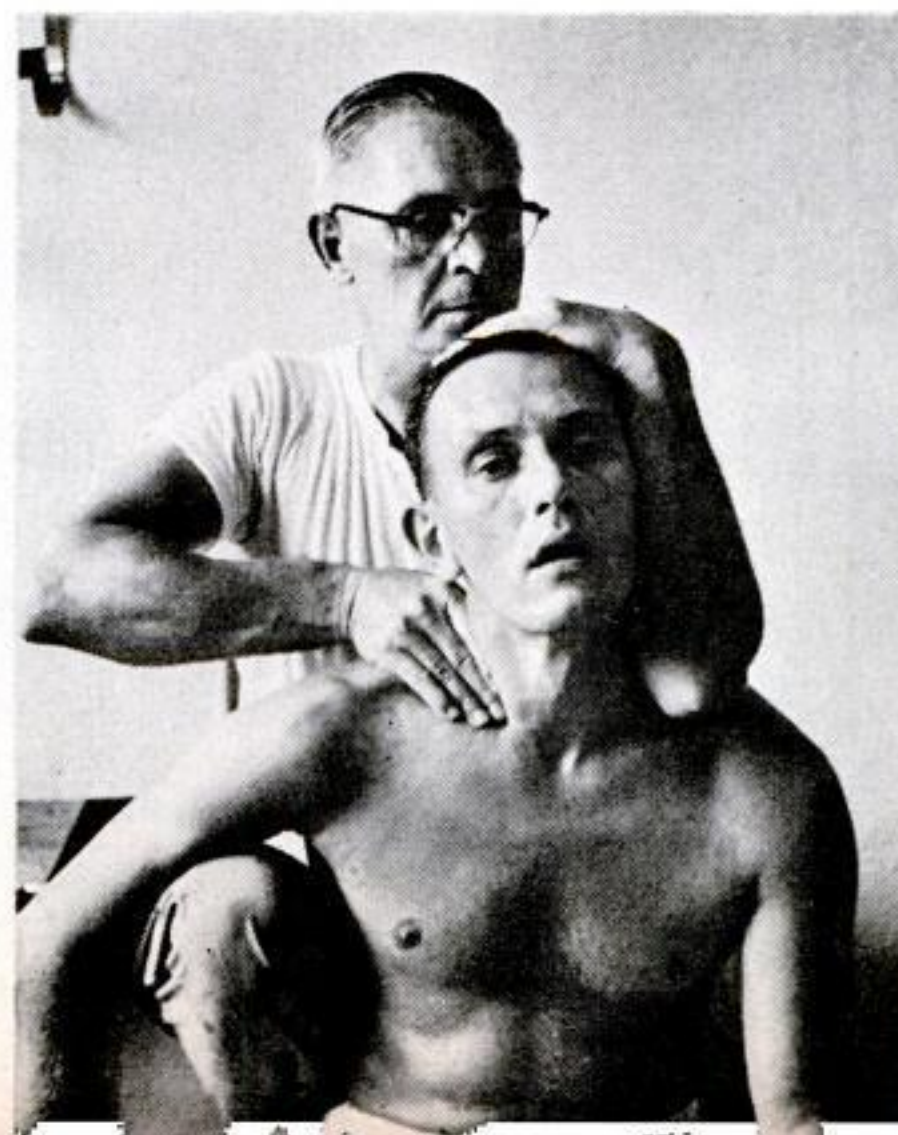


PERCHED ON EDGE OF WHIRLPOOL TUB, CATCHER ROY CAMPANELLA TREATS BAD KNEE AND SORE HAND

AILING ARM of Pitcher Carl Erskine receives diathermy. He has been convalescing for two weeks.



PAIN IN THE NECK for Pitcher Russ Meyer, diagnosed as ulcerated disc, is massaged by trainer.



FEVER-RIDDEN Duke Snider has his temperature taken. A virus victim, he was ill for over a week.

THE DISABLED DODGERS

They suffer but do not sink

In baseball it is customary for a team to have nine able-bodied players on the field but the Brooklyn Dodgers have been doing it differently. For the last two weeks Manager Walter Alston has strolled through the clubhouse before every game like a commander at a first-aid station, wincing at the sights shown on this page. Aside from compassion, Alston was counting noses to try to complete a lineup. One day he found only four of his regulars fit to take the field. All but one of his first-line pitchers had sore arms, and when Alston tried to help out by pitching batting practice, he too became a casualty with a sore back.

The plight of the disabled Dodgers was pathetic, except that their already whopping National League lead kept growing instead of shrinking. Alston, going to his second-line troops in desperation, was getting spectacular performance—as well as some unexpected help from his Montreal and St. Paul farm clubs.

SORE SHOULDER sends Pitcher Johnny Podres to diathermy table. He has been ailing for a month.



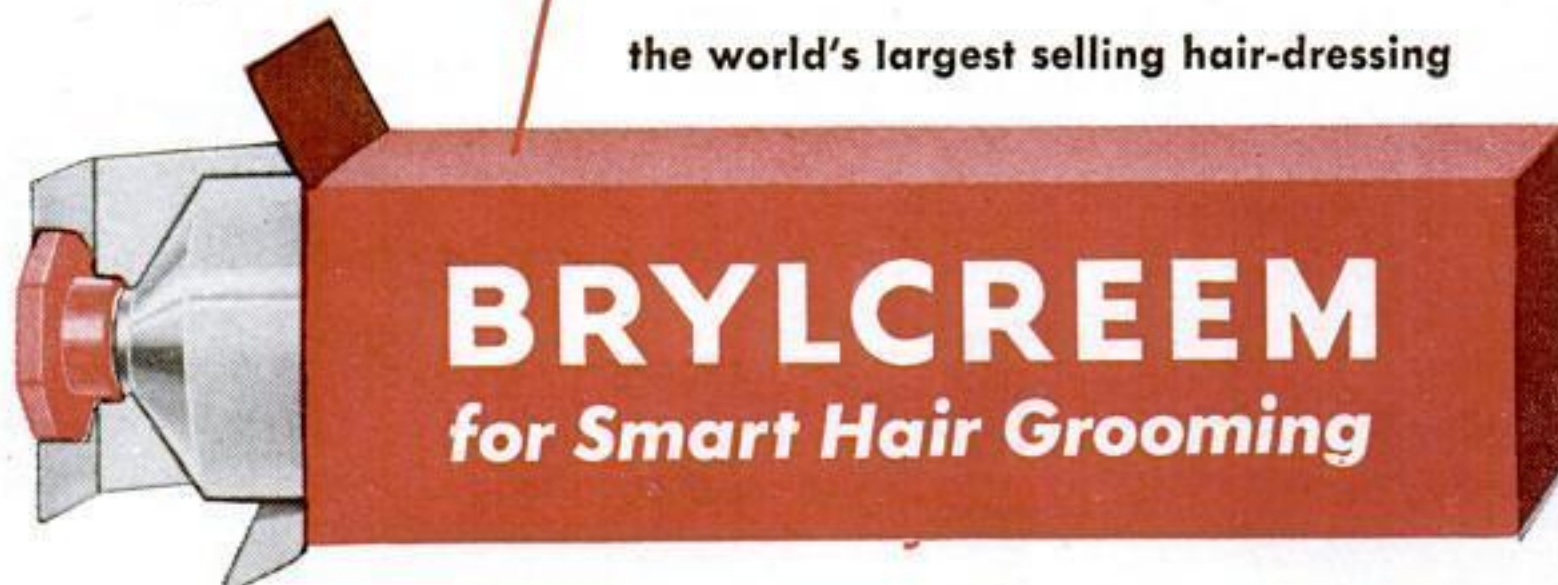
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

Disabled Dodgers CONTINUED



THE END FOR ROBINSON, except for part-time duty, comes after knee buckles. Here Jackie is helped to dugout by Gil Hodges and Manager Alston.



PITCHING REINFORCEMENT from St. Paul arrives in the person of Don Bessent, carrying bag. He won the first two games he pitched for Brooklyn.



YOUR MONEY

Is it safe—and is it really working hard for you?

As any experienced businessman will tell you, part of your earnings should go into a savings account which is not subject to market fluctuations. When you open an account there are two basic things to look for:

One is safety. The other is a good return on your money.

Where are you *sure* to get *both* of these things? In an insured Savings and Loan Association!

That's why more and more prudent Americans now choose to put their savings in these Associations.

Briefly, here's what they offer:

You get excellent returns. That's because these Associations invest most of their funds in sound, steady-paying home mortgages.

Your money is safe. It is protected by sound management and substantial reserves. It is insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government.

You deal with friendly, experienced people. Responsible people. People who know how to make your money work hard for you.

Remember, too, that insured Savings and Loan Associations are also *the nation's largest single source of home mortgage loans*. When you're thinking of buying or building a home, they can be of tremendous help to you because they make liberal loans. They see to it that you get the money quickly—and at moderate rates.

You really owe it to yourself to get acquainted with the insured Savings and Loan Association nearest you, whether you're interested in opening a savings account or talking about a home mortgage loan.

SAVINGS AND LOAN FOUNDATION

The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan, Building and Loan, and Homestead Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N.W., Washington 4, D. C.



Look for this emblem. It identifies associations insured by the FSLIC.
© 1955, TS&LF



IN DARKENED STADIUM 33,000 DODGER FANS LIGHT MATCHES, LIGHTERS AND CANDLES AS A BIRTHDAY TRIBUTE TO PEE WEE REESE, WHO STANDS BESIDE CAKES

BUT THERE'S STILL ONE ABLE-BODIED OLD PRO

One of the oldest of Brooklyn's old pros seemed immune to the epidemic of injuries that plagued the club. After 12 years with the Dodgers, Pee Wee Reese was scooping up ground balls at shortstop and knocking in runs as efficiently as ever. To celebrate his 36th birthday, and incidentally his soundness of health, Dodger fans put on a dramatic demonstration last week at Ebbets Field (*above*). They showered him with gifts and Pee Wee broke down and cried. But that did not stop him from hitting two doubles as Brooklyn beat Milwaukee, increasing their lead to 14½ games.

PEE WEE IS OVERWHELMED BY OUTPOURING OF GIFTS →



WHAT'S NEW?



Illustration shows contents of two cans

A new fine-strand spaghetti with beefy little meatballs—by Franco-American

MY GOODNESS, hadn't you heard? Here's a brand-new FRANCO-AMERICAN dish that's different from anything you've ever tasted. Different, and (forgive us for bragging) terrific! It's our special new Spaghetti with Meatballs.

This is a *fine-strand* spaghetti—the kind you like so much—in a tantalizing new tomato sauce.

But the best news is about those tender, beefy little meatballs you see in our picture. They're

already in the Spaghetti. Four of them—count 'em, four—in every single can!

This is a *meal*, Mothers. Mighty nutritious eating, too. Don't forget that every helping supplies *proteins* and *energy* which growing children and grownups need every day.

Like all your old Franco-American favorites, this newest treat is a cinch to fix. You simply heat it for about 3 minutes, serve, and get ready to say,

"Thank you," for all the compliments you'll get. Economical? Very agreeably so. It costs less than 15¢ a serving.

Spaghetti with Meatballs

BY FRANCO-AMERICAN

FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS



THIS MAGNI-LENS PHOTO shows how New High Puff Corn Kix looks when you're about to pop a spoonful right into your mouth. See how every particle of

sun-ripened corn has been puffed wide open and treated with a gentle toasting heat to make it crisp and tender and full flavored. Look good? Wait'll you taste it!

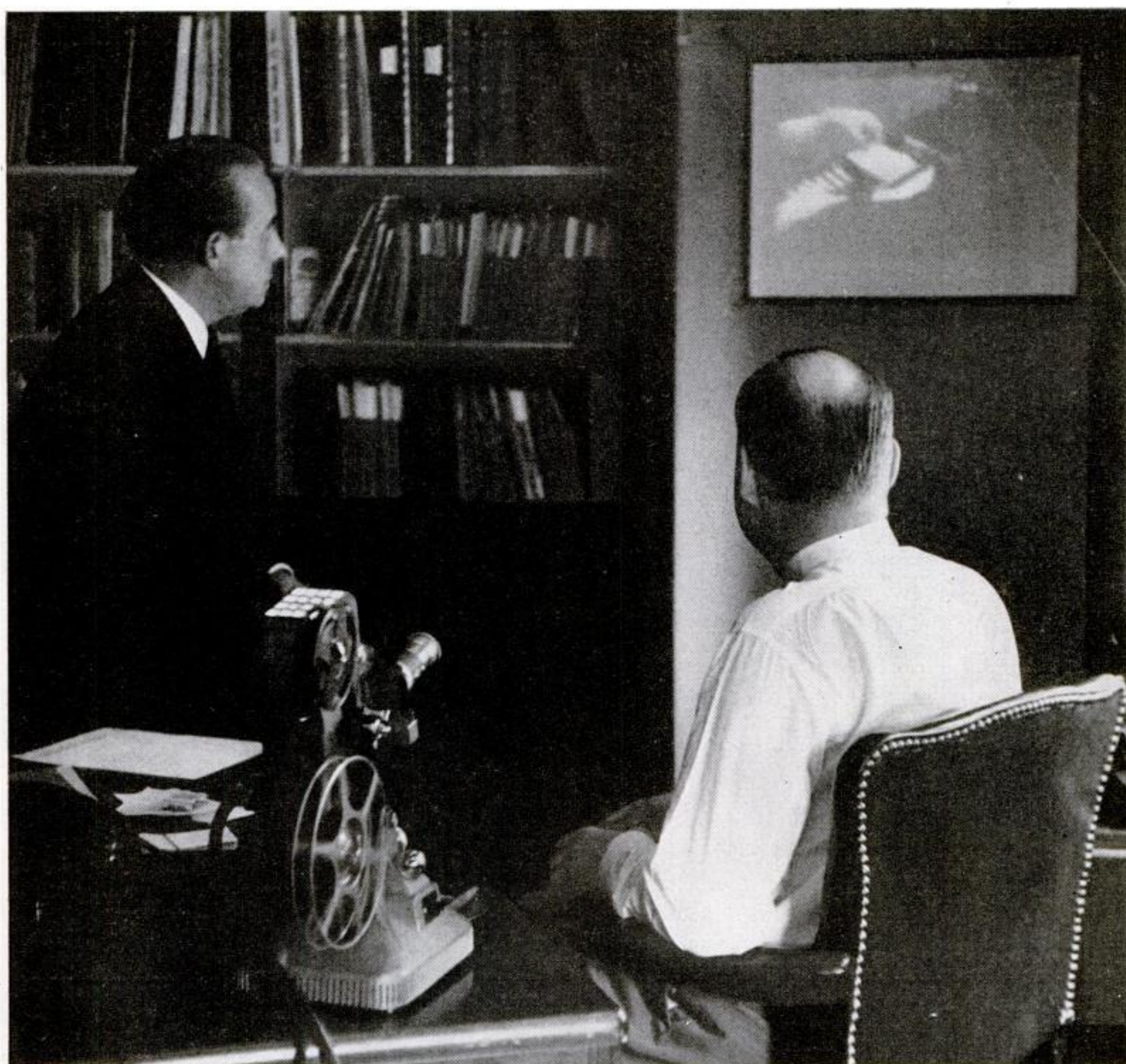
If you were any closer
to new **HIGH PUFF CORN KIX**
you'd be eating some! And you'd love
that Tasty-Golden corn flavor!



Betty Crocker of General Mills says—

"Corn is famous for its abundant food energy, and High Puff Corn Kix actually is 83% energy food!"





STUDYING A CLERK'S EFFICIENCY, PARTNER PAUL MULLIGAN (LEFT) AND AN ASSISTANT WATCH MOTION PICTURES

TALBOTT'S MULLIGAN STEW

Young efficiency expert makes good with help now under investigation

While brushing his teeth one day years ago, a young New Yorker named Paul B. Mulligan contemplated his idle left hand. "Pretty soon," as he tells it now, "I was screwing the cap back on the toothpaste with the left hand while brushing with the right. I still do it." In time his interest in efficiency provided him with a lucrative income.

While employed as a management engineer by U.S. Steel Corp., Mulligan worked out a method of studying office efficiency by taking motion pictures of clerical workers. To put the method to more profitable use, he made plans to establish his own management counseling firm. But his instinct for efficiency told him that he lacked something essential to the success of such a venture—contacts among the business executives who would be the clients.

Then, in 1946, Mulligan met an industrialist named Harold E. Talbott. Mulligan put forward his ideas and they formed a partnership, Paul B. Mulligan & Co. There is an old saying that it's not what a man knows that counts but *whom*—and, as Mulligan says, "Harold knew everybody." It was a successful business almost from the

outset with Talbott helping to round up clients and Mulligan telling them how to cut clerical costs.

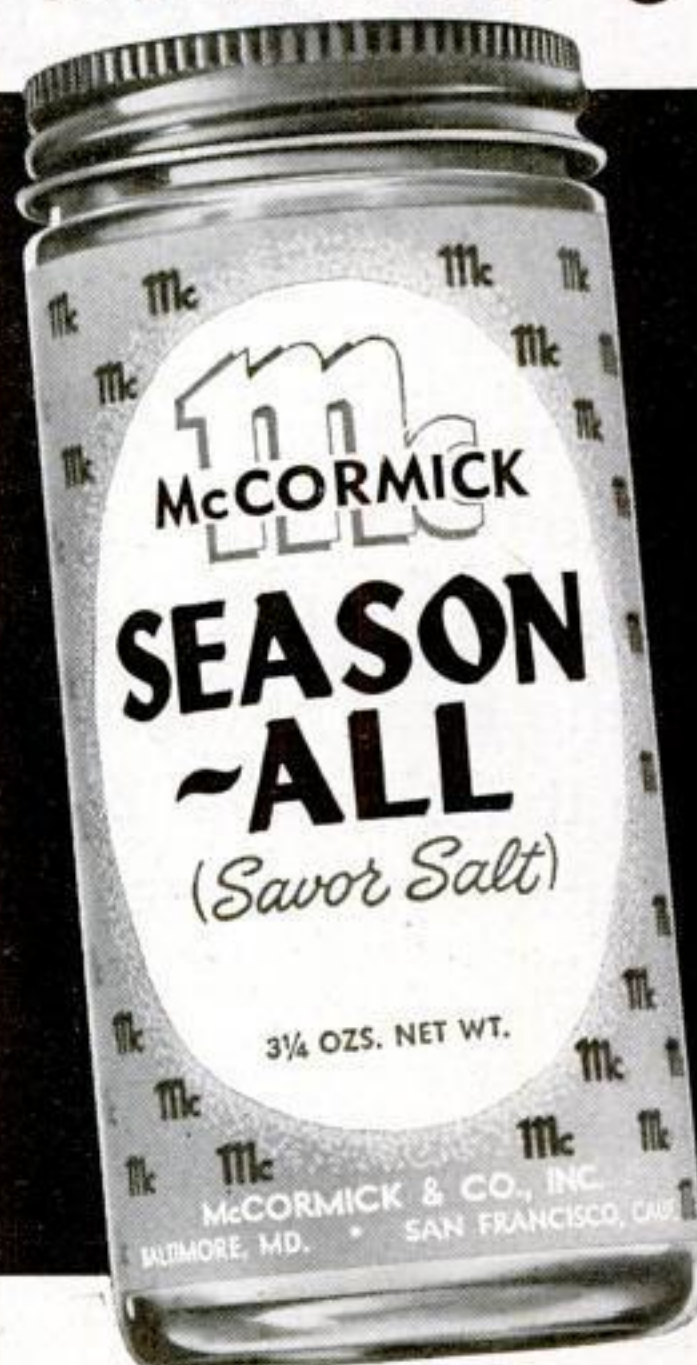
In 1953 Talbott became Secretary of the Air Force in the Eisenhower administration, assuring the Senate Armed Services Committee that he would remain in his firm only as a "special partner" and would take no profits that might be derived from companies engaged predominantly in defense work. Talbott moved into the Pentagon, and the Mulligan firm continued its steady growth. By 1954 it was doing five times the business done in 1947.

Last week, while Mulligan, 45, pondered motion study films in the firm's Manhattan offices, partner Talbott was involved in a Senate investigation and in danger of losing his Air Force post. The Permanent Subcommittee on Investigations had found documents purporting to show that Talbott, using his official letterheads, had promoted new business for the partnership from his Pentagon desk. Secretary Talbott, who earns about \$50,000 a year from the firm, denied any impropriety. The subcommittee, however, planned a full-scale inquiry and Administration officials also were investigating the case.



AIR SECRETARY TALBOTT TESTIFIES

NEW!



ADDS FLAVOR MAGIC to steaks, chops, fish, soups, salads, eggs, gravies, poultry. Another fine product of **THE HOUSE OF McCORMICK**



WINSTON TASTES GOOD!

LIKE A CIGARETTE SHOULD!



Discover "do-it-fast"

Millions of housewives know... and now official laboratory tests prove... that Pacific Contours are the best fitting of *all* sheets. Give the quickest bedmaking, the smoothest sleeping!

Once you enjoy work-saving, wrinkle-free Pacific Contours—you'll wonder how you ever put up with any sheets but Pacifics!

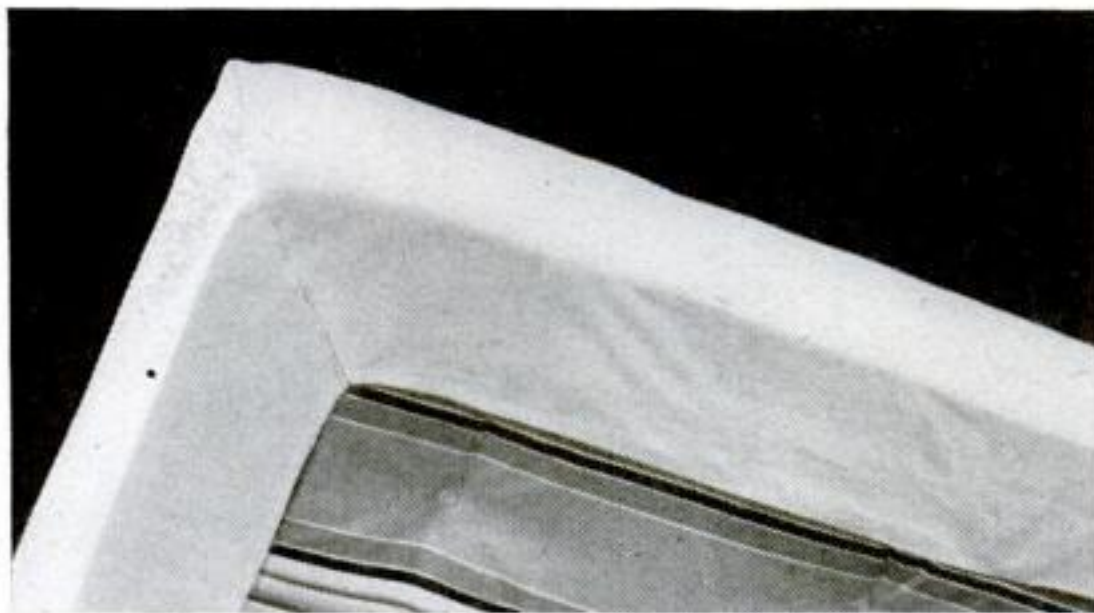
"Good fit" tests just completed at York Research laboratories prove Pacific Contours the *best-fitting* sheets on *all* leading mattresses. This means that if you own *standard-size* mattresses . . . *extra-firm* or *extra-big* mattresses . . . or *foam rubber* mattresses . . . Pacific Contours will give you the neatest, firmest fit of any sheets made.

No wonder more women *love* Pacific Contours . . . *want* Pacific Contours! Today more Pacific Contours go on beds than any other fitted sheets.

**Be sure the fitted sheets you buy
are Sanforized®**

Why chance disappointment—with sheets that might shrink or stretch! *All* Pacific Contours are Sanforized to *keep* their perfect fit. Bottom and Top Contours in Combed Percale, new Miracale†, Truth or Extra-Strength Muslin. Snow white and lovely pastel colors.

Contour is the registered trademark for Pacific's mattress-fitting sheets
*Pat. pend. †TM Pacific Mills



FAMOUS PACIFIC CONTOUR CORNER

Four mitred corners, with full-depth tuck-under all around, hold the Pacific Bottom Contour firm to the mattress. Two corners anchor the foot of the Top Contour*—exclusive Pacific Kick-fold expands six extra inches for foot room. Both Contours stay so neat, you can tidy your morning bed in 20 seconds!

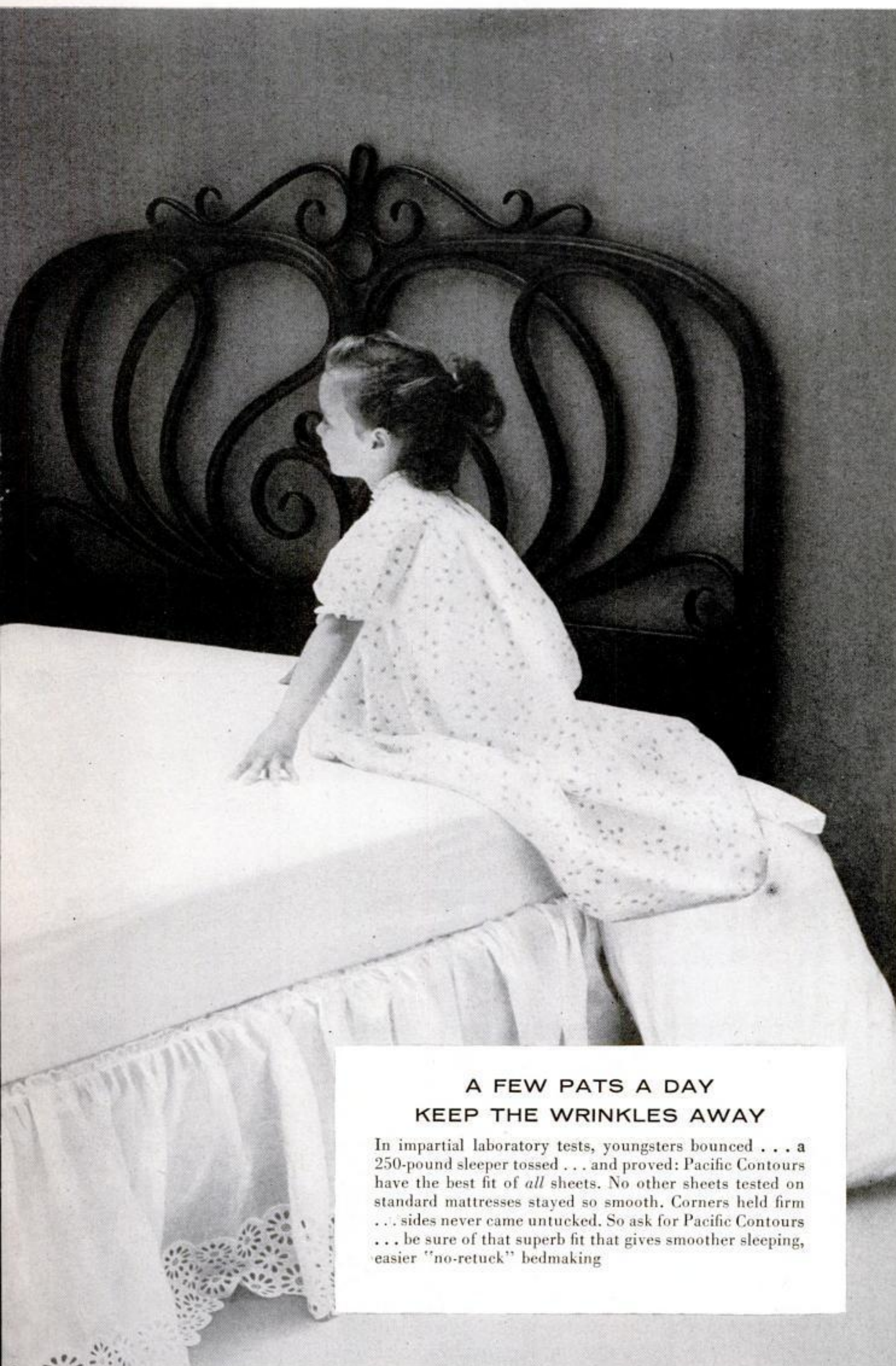


Robe by Schrank in Pacific's no-iron challis plissé.

Now at August Sale Prices!

AT FINE DEPARTMENT STORES EVERYWHERE

"do-it-easy" bedmaking!



A FEW PATS A DAY KEEP THE WRINKLES AWAY

In impartial laboratory tests, youngsters bounced . . . a 250-pound sleeper tossed . . . and proved: Pacific Contours have the best fit of *all* sheets. No other sheets tested on standard mattresses stayed so smooth. Corners held firm . . . sides never came untucked. So ask for Pacific Contours . . . be sure of that superb fit that gives smoother sleeping, easier "no-retuck" bedmaking

It's YOURS with Pacific Contours

the **only** fitted sheets that
fit **all** mattresses!



NEATEST ON FOAM RUBBER MATTRESSES

It's a blessing . . . the way a Pacific Bottom Contour molds itself firmly to a resilient foam rubber mattress, *stays* smooth. Corners can't slip out . . . sides can't come untucked. Single and double sizes made for 4½-inch-thick foam rubber.

And remember—the Regular Pacific Top Contour fits foam rubber mattresses perfectly. Get Bottoms and Tops both—keep your whole bed trim for smoother sleeping, quicker bedmaking



ONE HAND DOES IT! . . . FOR EXTRA-FIRM OR EXTRA-BIG MATTRESSES

Pacific "Custom-Ex" Contours, with adjustable 4th corner, slip on *without lifting the mattress!* Even after repeated laundering, Pacific Contours still held their perfect fit . . . proved the *easiest* on of all sheets tested! Single and double sizes for standard Extra-Firm or Orthopedic mattresses; for Extra-long, Queen and King mattresses

PACIFIC Contour® SHEETS

PACIFIC MILLS

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A MEMBER OF
Burlington INDUSTRIES

A PERSISTENT MAN



GEOLOGIST-PROSPECTOR JOUBIN, THE MAN WHO FOUND BLIND RIVER, CHIPS OFF A PIECE OF RADIOACTIVE ROCK FOR ASSAY

A TOWN'S NEW LIFE

Blind River is throbbing capital of richest uranium field

He was a mild-mannered, scholarly man who could often be seen, in Canada and other parts of the world, just as he is pictured above—wearing Geiger earphones and chipping away at some old rock with a prospector's pick. Franc Joubin became convinced that the lake-laced bush surrounding the Ontario hamlet of Blind River, a seasonal lumbering town, was just bursting with uranium. It seemed a preposterous theory—no one had ever found uranium ore in the kind of mineral-bearing formation that existed there. But Joubin persisted and when it was finally staked out, a little over two years ago, the strike turned out to be far richer than even he imagined. Now, after an unprecedentedly rapid development period, and with only a fraction of the encircling bush explored, Blind River is the frenetic capital of what seems sure to prove the world's richest—\$3 billion—uranium field.

This September the first of the four gargantuan mines already assured in Blind River will go into operation. They will range up to 5,000 tons daily production capacity. (The largest uranium mine in the U.S. produces 1,000 tons daily.) Even more important, the ore reserves of the Blind River mines are staggering in size. One mine alone has

indicated reserves in excess of 75 million tons as compared to 5 million tons reserve in the largest U.S. mine. By 1957 Canada, due largely to the Blind River field, will possibly be the world's largest producer of uranium. No field in history ever sold so much ore as Blind River before taking an ounce out of the ground. But the most significant meaning of Blind River is the fact that the Western world is now assured a supply of uranium for as far ahead as man can see.

Today the once slumbering town of Blind River has changed as if touched by a wand and hit by a steamroller. Trains puffing into its tiny station disgorge mining people from all over the world. The same people have taken over the once lonely lakes, where they swim, cruise and water-ski almost in the shadows of the rising mine headframes. The town throbs with a Klondike fever, and the primeval bush around it is being trampled out of recognition. What happened to Blind River is described on these pages. There follows (p. 85) the story by LIFE's William Brinkley of why and how it happened—the stubborn quest of Franc Joubin, whose missionary belief and fanatic persistence brought about the phenomenon of Blind River.





URANIUM CAPITAL receives another train. "Nobody used to get off at Blind River," said a train conductor. "Pretty soon everybody'll be getting off here."

RESORT PLEASURES of Blind River lakes are enjoyed by Pronto Mine's Geologist Stanley Holmes, his wife (*far right*), other mine personnel and families.



< LAU-GOMA AIRWAYS
 < ALGOM URANIUM OFFICE
 < HOPKINS EXPLORATION CONSULTANTS
 < URANIUM KING CORP.
 < TRANS DOMINION MINING & OILS
 < DOMINION URAN. CORP.
 < PEERLESS URAN. CORP.
 < GENEVA LAKE MINES
 < CONSOL. ORLAC MINES



BLIND RIVER DIRECTORY lists a few of uranium companies near lake where bush planes land.

THE TAMING OF THE BUSH

The town of Blind River (pop. 2,500) is an outpost of civilization sitting on the rim of a vast wilderness hitherto disturbed only by the enterprising fisherman and lumberman, as well as the moose and the bear. Now shock battalions of mining personnel are hacking through the bush, installing mine machinery to take out the great body of uranium ore. Twelve miles east of Blind River, the first mine, Pronto, is almost ready to go. Only 28 months after ore was first discovered there, Pronto's \$9 million steel and concrete plant

now gleams magnificently in the wilderness. Inside a 30x30-mile area north of Pronto some 75 companies are exploring claims and scores of diamond drill crews are stabbing into the earth, pulling out the cores that will determine where other mines may be placed. Deep in the woods a complete new town is being built to house up to 15,000 people. Set in groves of maple and white birch, the houses will rise above the blue lakes, where after eight hours underground a miner may go home and catch a walleyed pike for supper.



TOWN OF BLIND RIVER IS BISECTED BY STREAM (LEFT OF PICTURE) WHICH FLOWS SOUTH THROUGH THE TOWN AND INTO LAKE HURON (TOP OF PICTURE). IN



THREE-DIMENSIONAL MODEL of Pronto is examined by staffers Holmes, Young, Smith. Sloping lines show ore bodies, lines intersecting them, drill holes.

FIRST MINE in the Blind River field will be Pronto, whose managing staff is lined up in front of the main buildings and headframe. In foreground are Manager Paul Young (left) and Superintendent Don Smith. Scheduled to open in September, Pronto will soon produce 1,500 tons of uranium ore a day.





BIGGEST MINE in area will probably be Consolidated Denison whose headframe here rises in bush.



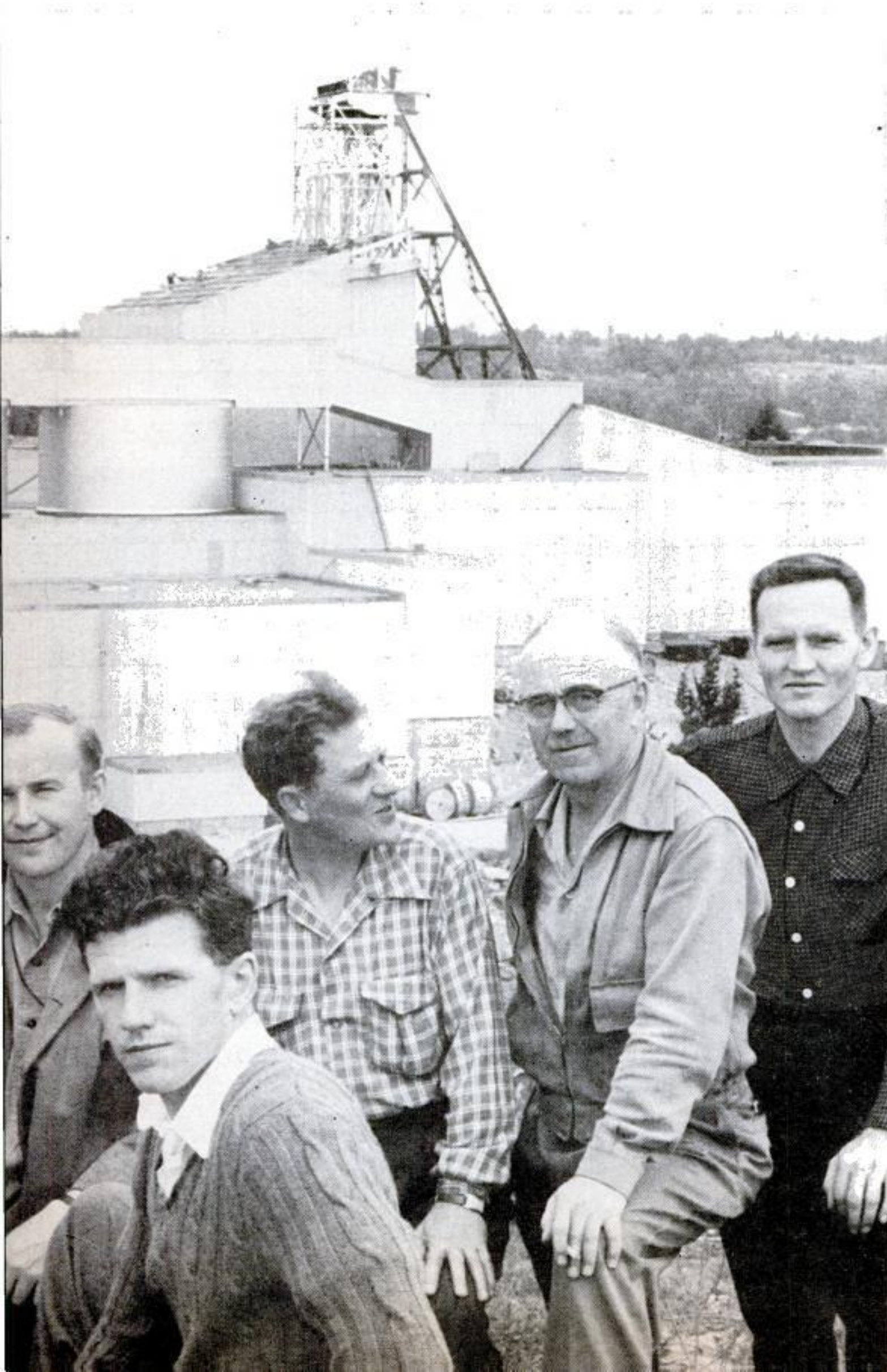
DIAMOND DRILLER Robert Kosy takes a break from bringing up test cores on Can-Met property.



ORE CORE at the Pronto mine is tested on scintillation counter by Geologists Holmes, Brander.



BACKGROUND AT LEFT IS BUSH COUNTRY WHERE MAIN URANIUM STRIKE WAS MADE. ONE-BLOCK BUSINESS DISTRICT IS IN CENTER. AT FAR RIGHT IS LUMBER MILL



BULLDOZING BUSH, workmen level site for new town, to be called Elliott Lake. First residents—mine construction men—will move in this September.



BROKER'S OFFICE in Blind River, a branch of the Jack Purcell brokerage house in Toronto, is

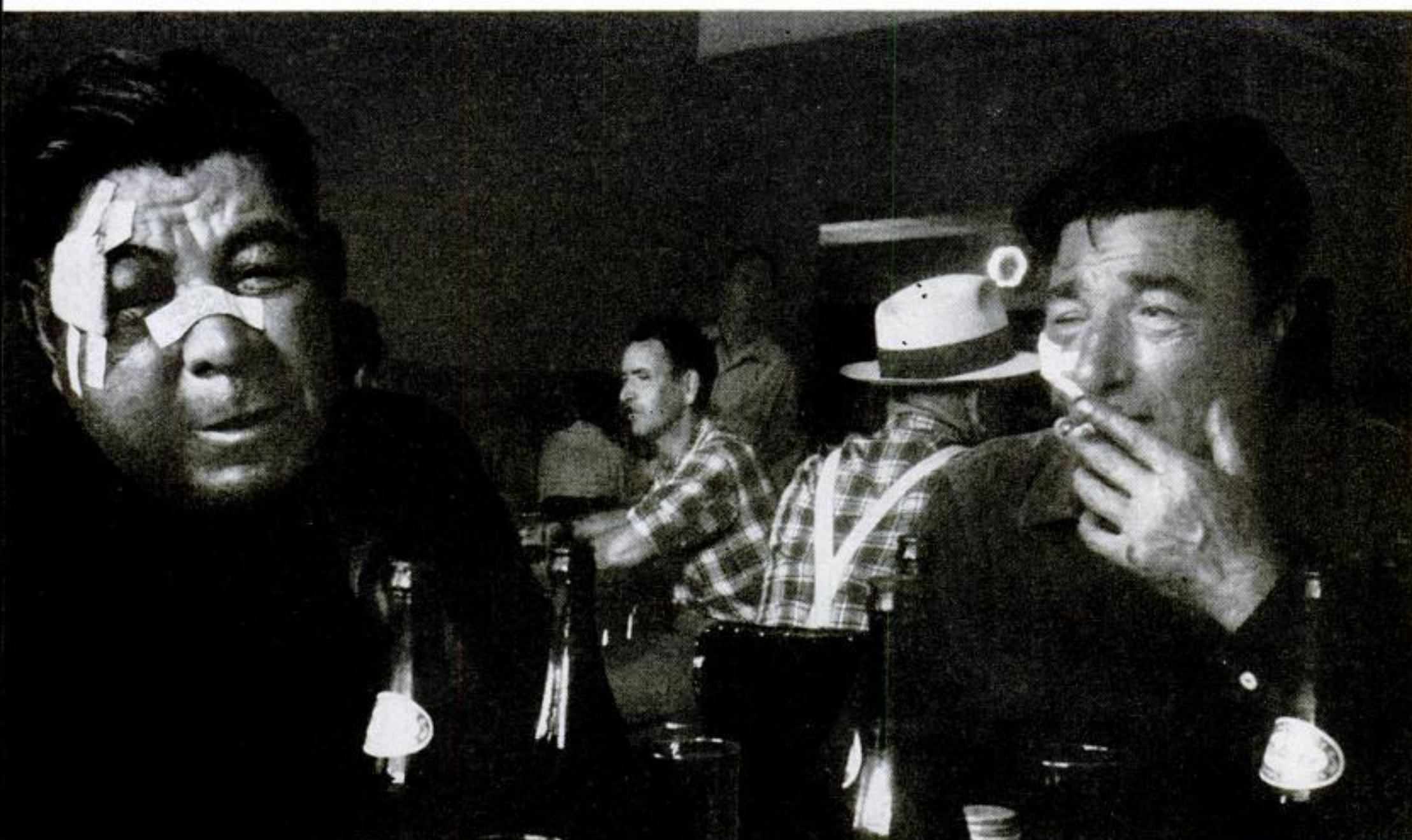
jammed with uranium stock players watching the quotations on projected ticker tape at upper right.



NEW GUEST HOUSE BLUEPRINTS ARE INSPECTED

A ROUGH,

The great lode of uranium ore has transformed the lives of Blind River townspeople and newcomers lured there by the boom. The place is jammed with miners, diamond drillers and salesmen. The townsfolk are in the uranium stock market up to their ears, buying right at home in one of the smallest towns in the world to support a fully equipped brokerage office. Quick profits of thousands of dollars are not too unusual because when a mining company pulls a good drill hole, local residents are in a position to buy in before the word spreads to the outside. Beer parlors also do a thriving trade with burly customers who sometimes



BOOM-TOWN LIFE of Blind River centers in beer parlors like this, where huge workman on the left

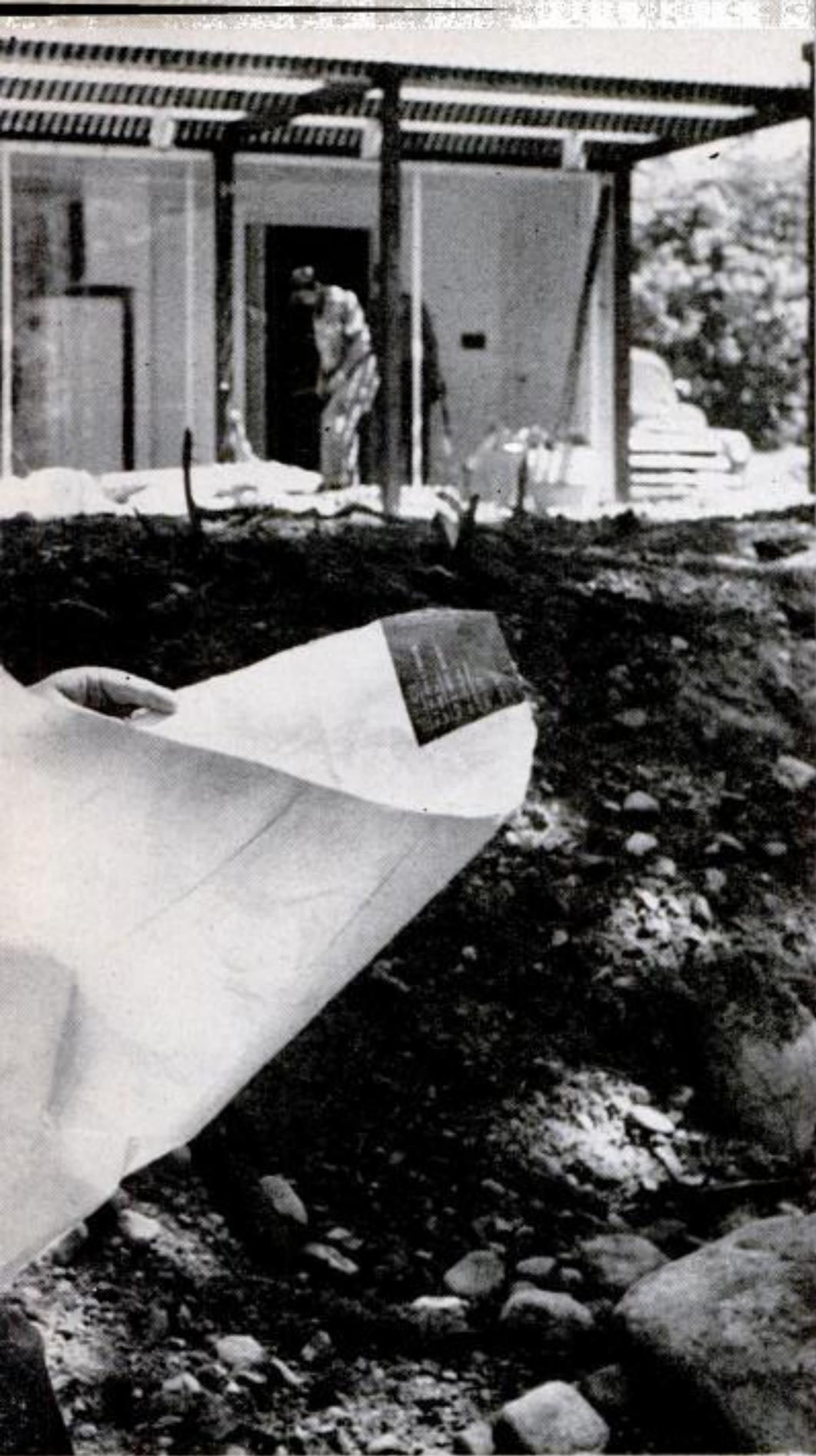
has gone to heal a prize shiner and a broken nose acquired in clubbing. Man on right has minor shiner.



BENEFICIARIES of boom are Station Agent and Mrs. Charles Egan, who put a good portion of their

life savings into the Blind River uranium stocks and have "made more than we ever dreamed of."





BY HIRSHHORN AND HIS WIFE, WHO IS AN ARTIST

PLUSH LIFE

have at each other merely to exercise their muscles.

But if Blind River can be as rough as the Yukon, "staff row" at the nearby Pronto mine is as sophisticated as Fairfield County in Connecticut. "Who ever heard," said a geologist, "of working in a mine and living in a resort at the same time?" Of all the ultramodern new homes the plushest is being built on Bootleggers Bay by Blind River's Brooklyn-reared promoter, Joe Hirshhorn. Now Hirshhorn, an art collector, is considering a plan to build an Italian-piazza town for Pronto miners, complete with statues by Henry Moore and Jacob Epstein.



JAM SESSION (left) is held by Pronto mine staff members in new home of Mine Manager Paul Young.

URANIUM MAGNATE Joe Hirshhorn stands on the terrace of his nearly completed guest house.

Light up a Lucky- it's light-up time!

THE BEST-TASTING CIGARETTE YOU EVER SMOKED!

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
L.S./M.F.T.

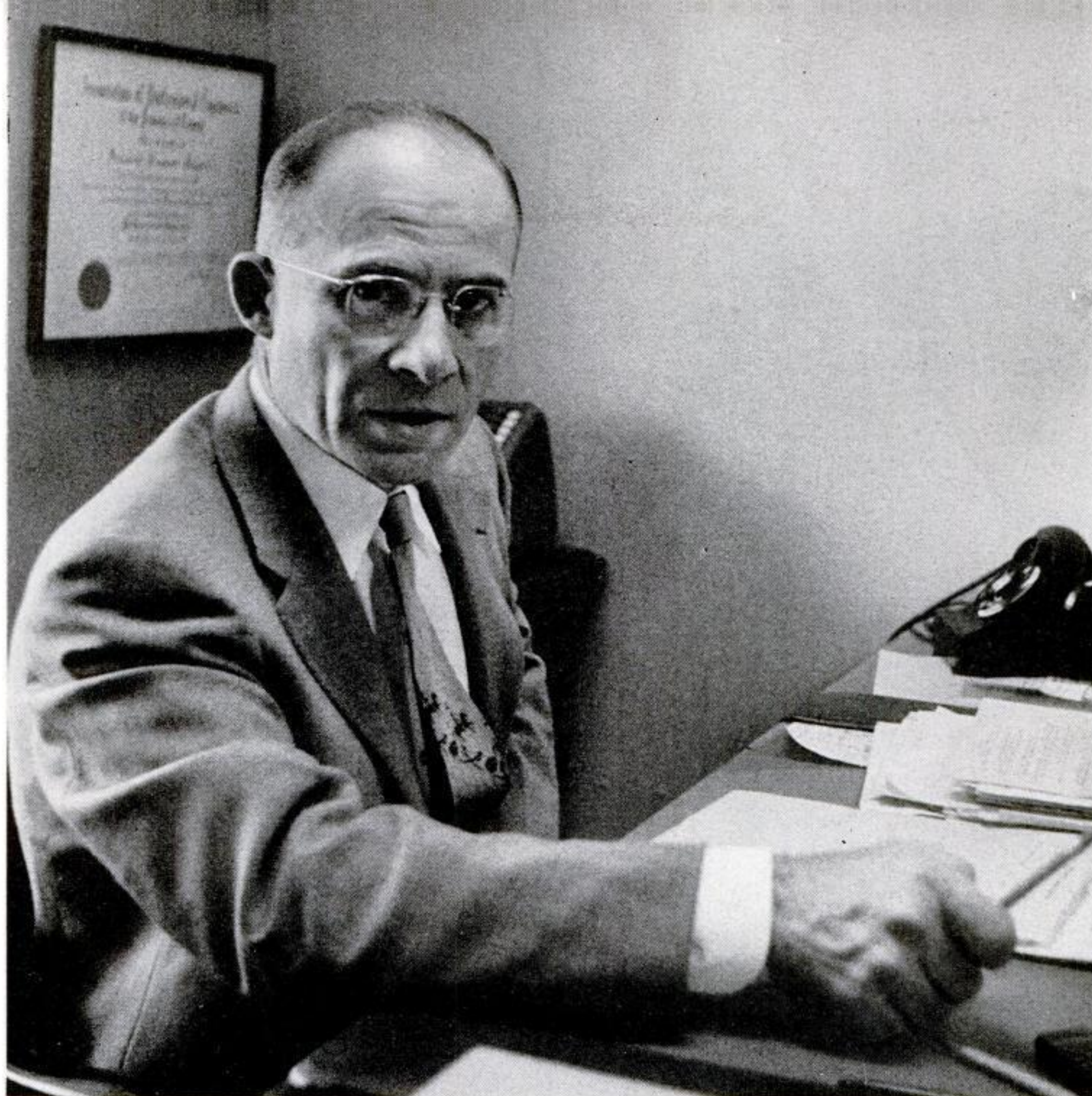
"IT'S TOASTED" to taste better!



MIDSUMMER NIGHT'S SCHEME: Take your gal. Take your Luckies. Take a spin to the driving range. Good times seem even better when you smoke a Lucky, because Luckies taste better. They taste better, first of all, because Lucky Strike means fine tobacco. Then this tobacco is toasted. "It's Toasted" to taste better... cleaner, fresher, smoother. Why not enjoy better taste yourself? Next time you light up, light up a Lucky!

LUCKIES TASTE BETTER - *Cleaner, Fresher, Smoother!*

©A. T. Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES



NOW AN UNWILLING EXECUTIVE, PROSPECTOR JOUBIN DIRECTS MINE DEVELOPMENT FROM TORONTO OFFICE

JOUBIN OF BLIND RIVER

He found the pot of uranium at end of a rainbow he had chased 20 years

By WILLIAM BRINKLEY

IF there is one man in the world who, by any standard of historical justice, should have found the great Blind River uranium field (pp. 78-83), it is the man who did. No living person has searched more zealously for uranium than Franc Renault Joubin. A 43-year-old geologist, Joubin became uranium-minded back in 1933, when he got excited by the cancer-curing potentialities of radium.

He made up his mind to hunt for radium's source metal. After college training in chemistry and geology, he set forth on a 16-year search that took him from the Arctic to the Amazon, frequently looking for other metals for a living but always on the watch for uranium. Even after he finally discovered it at Blind River he spent three frustrating years dangling it under the noses of numerous major mining explorations companies in North America. Without exception they refused to believe in Blind River uranium and turned him down.

In spite of his dedication, persistence and expert knowledge Joubin would never have found Blind River at all except for the accidental fact that one evening in May 1949 he happened to be sitting in a tent in the bush north of Sault Ste. Marie, Ontario, and 70 miles west of Blind River. His far-ranging search for uranium had taken him there because pitchblende had been discovered nearby, and all experts agreed that any major uranium strike would have to be made in pitchblende. That day he had come in from long, unrewarding hours of prospecting. He was sweaty and tired and he had just started to pull off his boots when he heard a rustle at the flap of his tent. He looked up to see a strange man standing there.

He was a German immigrant prospector named Karl Gunterman. He had come to the tent because he, like everyone else in Canadian mining, knew that Franc Joubin was "crazy" on the subject of uranium—he was a man who even wore his Geiger earphones while driving his car. Gunterman and his partner, a Sault Ste. Marie hotel owner by the name of Aime Breton, thought that Joubin, better than anyone else, could help them evaluate and develop a uranium find.

"Gunterman told me," Joubin remembers, "that he and Breton knew where there was a specimen of radioactive rock."

They had picked the right man. Joubin listened intently, then began firing questions. But all his questions evoked reluctant or mysterious answers. Gunterman had good reason to be mysterious: he himself did not know where the radioactive rock had come from. The discovery itself was wrapped in mystery.

As Joubin learned much later, Breton had simply wandered over to the mining recorder's office near his hotel in Sault Ste. Marie one day. Idly passing his Geiger counter over the recorder's collection of rocks, he was startled when it began to buzz. Moving the counter closer, he narrowed the kick down to a lone rock no larger than his fist and caked with dirt and grime. Turning it over, Breton was just able to make out a single smudged word on a piece of paper beneath. The word was "Long."

Gunterman told Joubin none of this at their first meeting in his tent. He only promised to get in touch with Joubin when they found out something more definite. When Gunterman had gone Joubin sat alone, baffled and enormously excited. A day or two after that he began to badger Breton. He went into Sault Ste. Marie and hunted up Breton at his hotel.

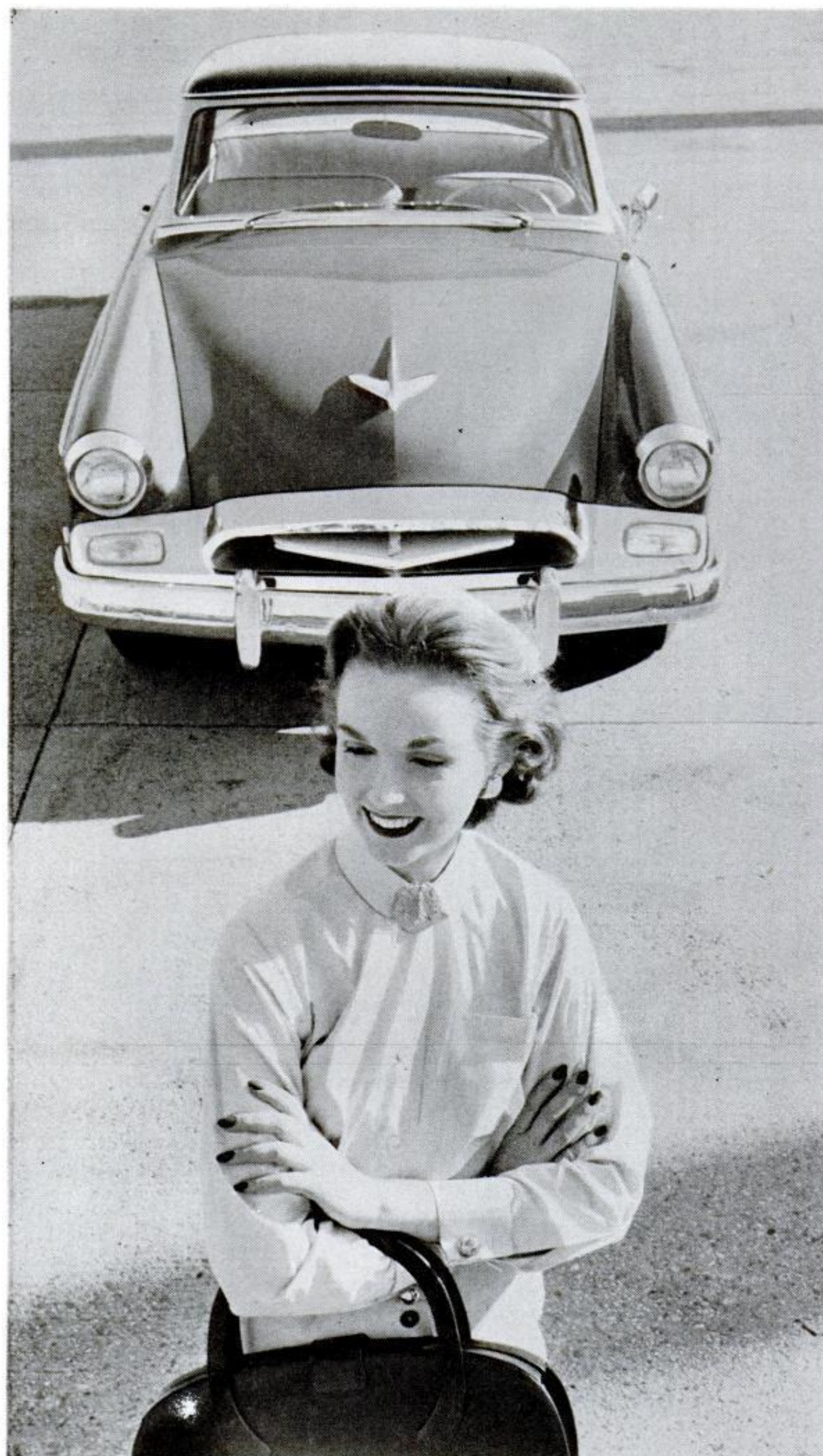
"You found out yet where the rock came from?" he asked.

"Nope, not yet," the hotel man said. "But we're looking."

Every time he came to town Joubin would drop by the hotel, ask the same question and get the same answer.

After years of prospecting, Joubin had reached an utterly frustrating point. He knew now that there might be a radioactive field nearby. But he had no idea *where* it was. He had not even seen the rock that supposedly came from the supposedly radioactive field. He could only wait—and he had already spent almost his entire life looking, and waiting, for a chance like this.

Joubin was born in San Francisco on Nov. 15, 1911, of French



**"Make it Quaker State...that's
what is best for my car!"**

Your own awareness of Quaker State excellence may come in many ways: you may overhear praise, or make a chance discovery, or even learn it from this ad! However it happens, when you try it you will be delighted. For Quaker State gives you the unsurpassed lubrication that brings peak performance... the *Miracle Film* protection that keeps your engine like new longer... and famous Quaker State *endurance* that saves you money. Refined in special ways from 100% Pure Pennsylvania Grade Crude Oil, Quaker State proves best in every test. Ask for it by name!



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association



EARLIEST BIRDS in the Blind River field were Aime Breton (left) and Karl Gunterman, shown in recorder's office at Sault Ste. Marie. They told Joubin about the find in 1949 but lost out on the strike when their claims lapsed.

JOUBIN CONTINUED

immigrant parents, and grew up in British Columbia. For two hours every day his determined mother plopped him down to read Voltaire, Rousseau, De Maupassant and Victor Hugo in French and Dickens and Shaw in English. On his own, Franc added Jack London, Bret Harte and Robert Service, and became fascinated by the California and Klondike gold rushes. Later, when he was prospecting, he was never without a book in his sleeping bag.

After high school he worked all over the Canadian west, saving his money so he could go first to Victoria College, then to the University of British Columbia. Even so he had to alternate a year of college with a year of work. One year he worked for a government geological party which was mapping the western mining country. "I learned," Joubin recalls, "that I had a natural appetite for prospecting." In fact, he spent so much time prospecting that his party chief bluntly told him his job was to *map* rock formations, not *examine* them.

The next year away from college he went prospecting again. "I found out," he says, "that I was happiest out alone in the bush in a pair of khaki pants and a dirty shirt. I have never enjoyed being bossed or bossing others. I decided I would make prospecting my life."

In college he had read about something called the Geiger-Mueller tube, which could detect radioactivity. Already interested in radium, he got his physics major roommate to adapt the tube into a 200-pound stretcher-borne "counter" for mineral work. At the same time he began reading everything he could find on the subject of uranium deposits. Joubin read, as he does today, with a pencil, marking every sentence. If he agreed he put a check. If he was dubious he put a question mark. If he disagreed he put Xs and wrote comments all over the margins. "I feel I'm improving the book," he says.

Gold mining on a honeymoon

AFTER college Joubin went to work for the Pioneer Gold Mines Co. in British Columbia. His job was to find gold, and he did—but in the bush there are no bosses and Joubin kept his eyes open for anything that looked like uranium. Prospecting is a 24-hour-a-day job, he learned quickly, and the big tip-off may come at any time. In 1939 he even found a gold mine on his honeymoon.

During World War II when he was hunting for strategic metals he came in from the bush one day to find that there was a new use for uranium. A bomb had dropped on Hiroshima. Uranium was suddenly a metal of destruction.

But soon Joubin was reading about the industrial applications of atomic energy. He was profoundly stirred to learn that one pound of U-235 had the energy of 1,300 tons of coal or 360,000 gallons of gasoline.

When the Canadian government threw uranium prospecting open to the public in 1948, Joubin was ready to go. He bought a Geiger counter for \$120 and since then it has literally never left him. "I sometimes forget to take my pajamas on a trip," Joubin says, "but never my Geiger counter." Finding no uranium at first

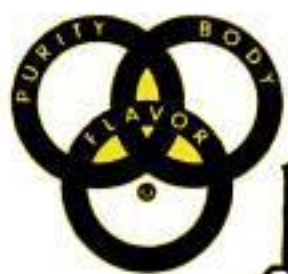
CONTINUED

That's Ale, brother!



"Ballantine ale
...satisfies
all the way down!"

P. BALLANTINE & SONS, NEWARK, N. J.



No other ale.. or beer.. has such flavor
yet is so light and non-filling!

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only made him more determined and in 1948 he quit all bosses to become a consulting geologist, which gave him more time for his own private search. Soon he was off to the Sault area, where pitchblende had been discovered.

It was at this point that Karl Gunterman appeared at the flap of Joubin's tent. The weeks after that first visit were almost unbearable for Joubin, but the suspense ended one day when he ran into Breton on the Sault's main street.

"Yep," the hotel man said, "we finally ran down that rock."
"How about taking me there right now?" Joubin said.

They drove 87 miles east through Blind River and then a few miles farther into "Long township." In the mining recorder's old files Breton had searched out the old claims that had been staked in "Long," the name on the rock. Then he traced his radioactive rock to the site of some of these lapsed claims and hunted until he got radioactive readings on his Geiger.

Now Breton stopped the car east of Blind River. He and Joubin got out and with Breton leading the way they climbed through two miles of rugged, hilly bush. Suddenly Breton drew up, Joubin came alongside him and Breton's hand went out, pointing to a string of old pits.

"The pits," Joubin remembers, "had evidently been blasted into the rock at least 25 years earlier, probably by other prospectors looking for base metals or gold. The material in the pits was matted together with rust originating from iron pyrite. It did not look to me like a uranium field. I couldn't see any pitchblende. I couldn't see any uraninite. It was just quartzite pebble conglomerate, which is nothing but an old bed of gravel. I wasn't the least bit excited."

Nevertheless Joubin passed his Geiger counter over one of the pits. The Geiger began to buzz. He tried another pit. The Geiger kicked. Hurrying a little now, Joubin went from one pit to the other. He was flabbergasted. "At every single one of those old rusted pits the Geiger kicked. Every one of them was radioactive."

Falling to his knees, Joubin began axing off samples from the pits and scooping them into his canvas sack. Back in town he sent the samples away for assay.

A few days later Joubin received a dismaying report from the assay office: "Only trace quantities of uranium present."

Thirty days to find a backer

THOROUGHLY puzzled, Joubin entered into an agreement with Breton and Gunterman which allowed him 30 days to take more samples and to interest mining companies. Joubin directed a steady parade of mining company engineers and geologists into the Long property. Each one got radioactivity over the pits. Each took samples. Each time assays showed nothing. Each time the company turned the property down.

"All of us, myself included," says Joubin, "came to an erroneous conclusion. We decided the pit readings had to be from thorium, the only other appreciably radioactive element."

Resuming his general-consultant practice for bread and butter reasons, he roamed the Western Hemisphere looking for other metals: lead in the far north, iron in Labrador, mercury and chromium in British Columbia, silver in Mexico, copper in Venezuela, gold in British, French and Dutch Guiana. But wherever he went he found himself unable to stop thinking about Long. He was strangely dissatisfied with the thorium explanation.

Repeatedly during these three years Joubin tried to persuade mining companies to put up money for a diamond drill test to take out cores from way down deep. It could have been done for only \$30,000. But company after company, including many large Canadian ones and several large American ones, turned him down flat. Blind River, they told him, just didn't have the right geology for uranium.

Joubin had long been an avid reader of every scientific article printed on the geology, metallurgy and chemistry of uranium. Now, one day in 1952, he came across a paper that mentioned the ready solubility of certain uranium materials by surface agencies when pyrite or iron sulfide was present in the ore. He was intrigued and decided to try something.

He dug out some of his old samples from Long and reanalyzed them for thorium alone. He made a dramatic discovery: the samples contained little or no thorium.

"It has to be uranium," Joubin told himself, "because thorium is comparatively insoluble."

Almost instantly he grasped his theory: the surface outcrops of the Blind River gravel pits had, through the work of sun, wind and time, been oxidized and their uranium content leached away.

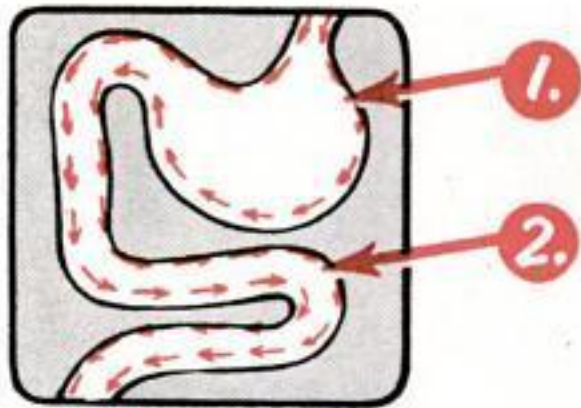
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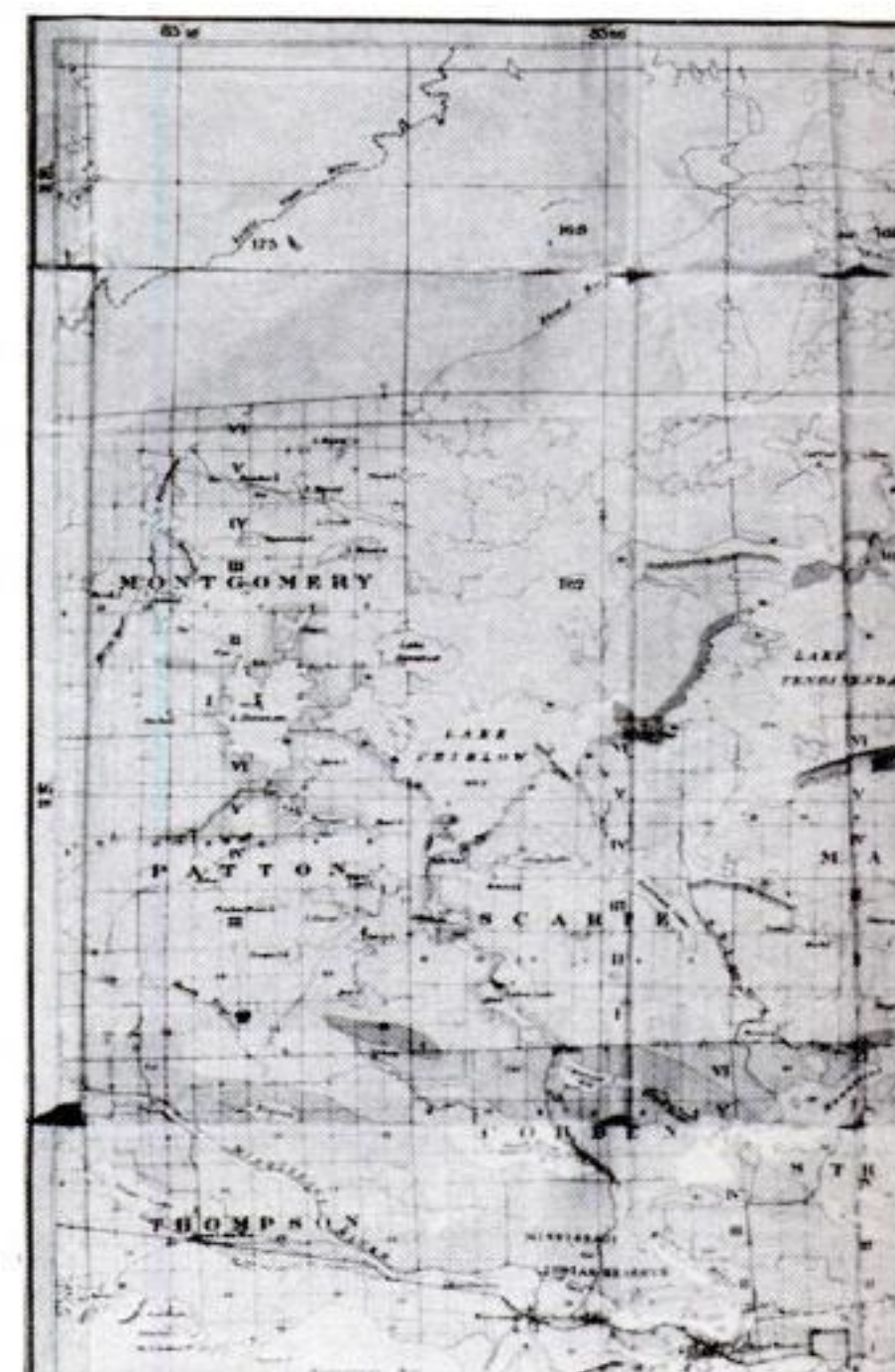
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COLLINS MAP, a 31-year-old geological survey of the Blind River region, showed Joubin the 100-mile Z-shaped path of ore, told him where to stake his claims (red line).

JOUBIN CONTINUED

Pyrite had combined with rain water to form sulphuric acid, which dissolved and flushed away the uranium. That explained why there were only traces in the surface samples. The Geiger counter readings came from a uranium ore body underneath the pits.

The theory could be proved only by deep diamond drilling, which cost money. But he had been through all this already with a whole battery of major mining companies. Then he remembered a man he had met named Joe Hirshhorn. Of Latvian parentage, Hirshhorn had grown up in the rough poverty of Brooklyn, had become a Wall Street tipster and trader, and beginning in 1933 had been coming to Toronto several days a week as a promoter of mining and oil enterprises.

He was as different as possible from Joubin, who is scholarly, mild mannered and solitary. Now 55, Hirshhorn is a supercharged, jet-talking, cigar-chewing promoter given to phrases like "I'll seduce them!" and "I feel felonious!" He and Joubin shared just one thing in common: an obsession about uranium.

"What always appealed to me about Hirshhorn," Joubin recalls, "was that I could talk to him about uranium. Uranium didn't mean a thing to him, but still his eyes would stick out an inch and he would be drooling. 'Uranium!' he would be shouting. 'Uranium's got sex appeal!'"

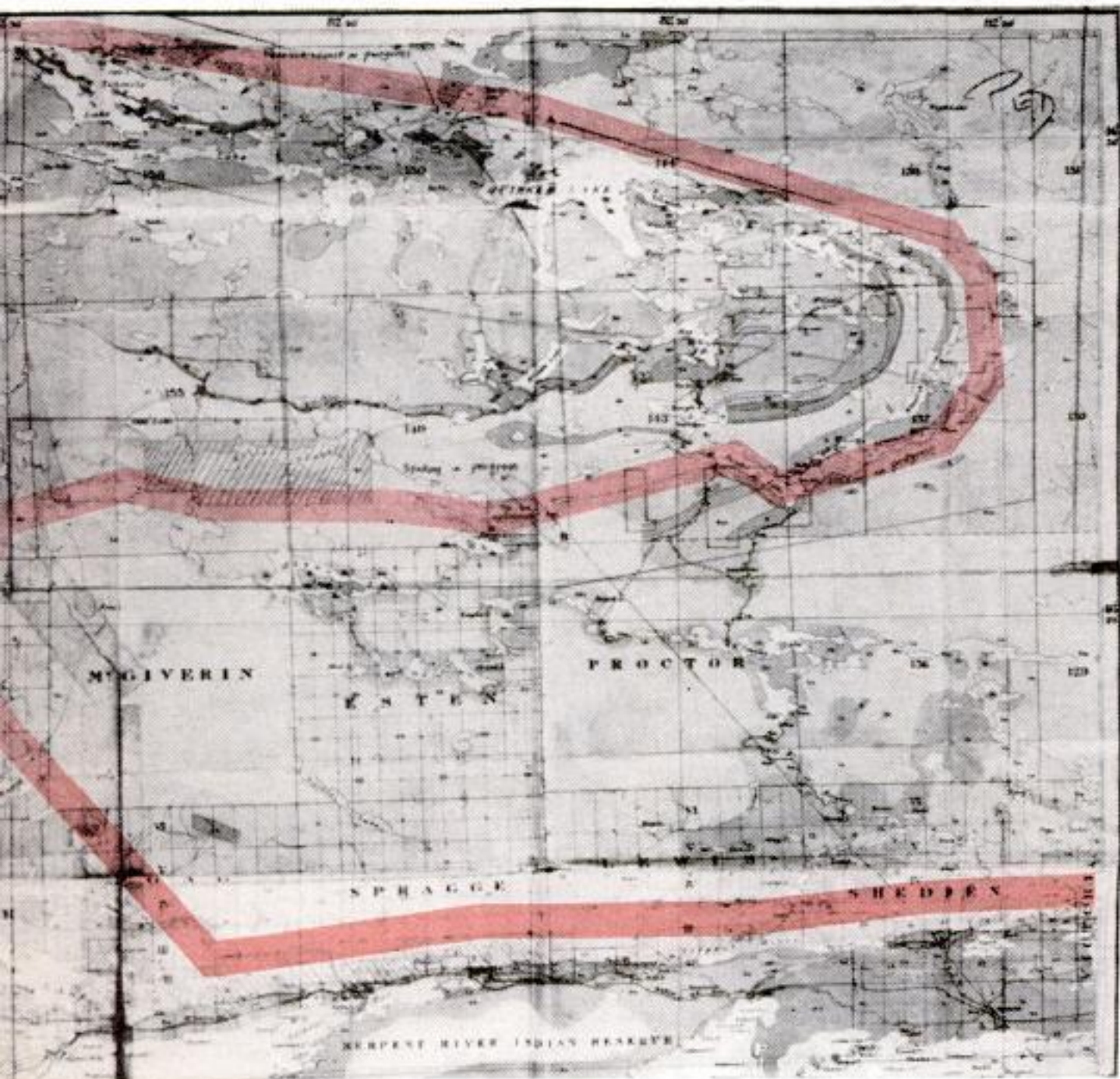
Joubin talked over his leaching theory with Hirshhorn, who rated its sex appeal very high. In Long township the Breton claims had lapsed. Breton says today that he had confused the claims' expiration date with that of some silver and lead claims he had elsewhere. Promptly Joubin and Hirshhorn staked the claims along with others to the east. Hirshhorn and his associates put up \$30,000, and on April 6, 1953 diamond drilling began on Long.

By May the drill cores had been pulled and were on their way to the assay office in Vancouver. Back in Toronto, Joubin anxiously awaited word.

Finally a fat legal-sized envelope arrived on his desk. As he read down the assay certificate, he was stunned. Out of 56 assays, 50 were good. The leaching theory was right and Joubin had at last found his uranium.

Collated, the assays revealed an ore body averaging eight feet wide, 1,100 feet long and still open to the east, with an average grade of .11 or about two pounds of uranium oxide per ton. This was rather low-grade ore but Joubin was convinced that plenty of compensation would be found in the startling length of the ore body. If uranium was there, might it not be all around? To the north stretched vast, unexplored bush. Joubin did not know the geology of the area, but might not the ore body weave its way north under that bush? The strike might be only the doorway to a fantastic array of ore bodies. Joubin with his geologist's mind and Hirshhorn with his promoter's flair were dazzled by these questions.

But where exactly did the ore go? Joubin did not know but he had heard of a 31-year-old geological map of the Blind River area



which might tell them. Unfortunately this Collins map, as it was called, was almost extinct.

As Joubin laid on an intensive search for a copy of the Collins map, he and Hirshhorn knew they would have to move extremely fast to get the ore body—if it was there. Other prospectors were already in the Long area.

Then one day an associate named Harry Buckles walked into Joubin's office with a frayed, discolored piece of paper measuring 24 by 30 inches which he had found in a bookstore. With a sense of excitement Joubin turned to this tattered copy of the Collins map. As he began to examine it the excitement swelled in him.

"To a geologist," Joubin remembers, "this map told us just where to go and how to look."

From the first strike Joubin had been almost certain that if more uranium existed in the Blind River country it would be along the contact of two rock types, the Mississagi quartzite and the basement complex. The Collins map traced in exact detail the course of this contact.

The staggering 100-mile Z

THE extent of the contact made Joubin catch his breath. It swung north through the bush in a Z pattern. With each arm of the Z measuring over 30 miles it was a staggering 100 miles of favorable contact. Joubin believed that there was ore, huge amounts of uranium ore, beneath all of it.

He let the enormity of what the map suggested rest inside him a moment. Then he went in to see Hirshhorn.

The two men now found themselves in a frustrating position. They could not hope to stake 100 miles of ground before other prospectors got onto it. They had a small mining explorations outfit of their own called Technical Mine Consultants, but its staff of a dozen geologists, engineers and prospectors would be able to make no more than a dent in the Z before the word got out. Nor could they go out and hire prospectors at random. Whom to trust?

Joubin remembered a 59-year-old man named William Bouck. Bouck was president of a medium-sized gold mining company named Preston East Dome. Joubin was a director of the company and Hirshhorn and his associates had working control of it. Both men had known Bouck for many years. Preston had money in its treasury and, above all, it had men.

Joubin and Hirshhorn sat down with Bouck and spilled everything they knew about Blind River. They told him about the Collins map and about the 100 miles of favorable contact. Then they offered him a deal: if Preston East Dome would furnish the men and money for staking the Z, they would give Bouck's company a 50-50 split with Technical Mine Consultants. (Financially this amounted to Hirshhorn drawing up an agreement with Hirshhorn.)

CONTINUED

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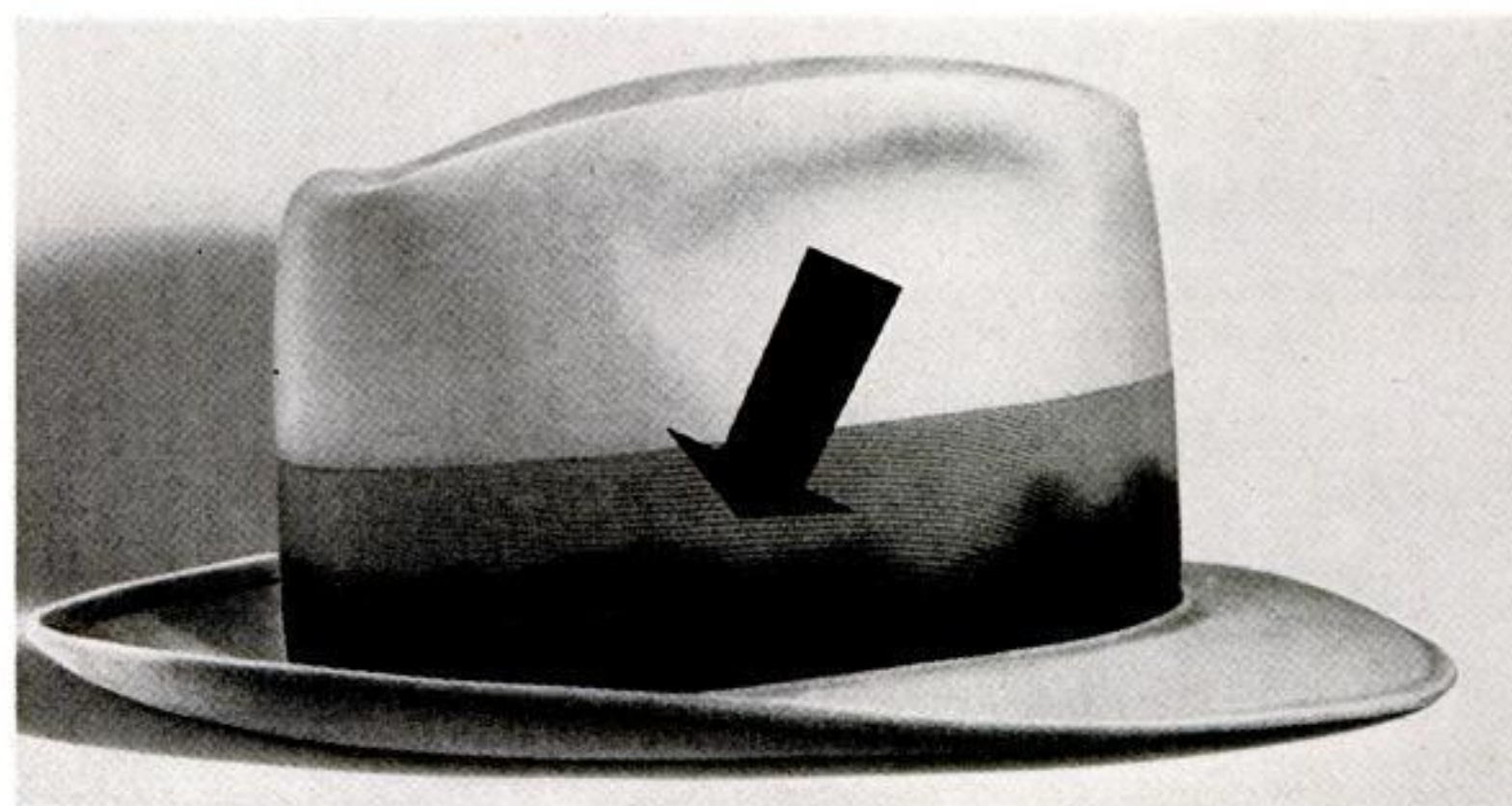
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JOUBIN CONTINUED

Bouck is known, after a lifelong career of gold mining, as a conservative man. But he instantly said yes.

The assault on the Z began the next day. The vast staking operation was mounted with absolute secrecy and the operations plan was meticulously detailed. The main base was established 250 miles from Blind River at South Porcupine near the Preston mine. From Porcupine 75 gold mine stakers, under the field command of Preston's chief geologist Robert Hart, would be flown directly into the Blind River bush. They would not be told where they were going or where they were when they got there. They would not be let out of the bush until the staking was completed. Lawyers would be flown into the bush to take claim transfers from the stakers so that all claims would be ready for filing at once. The time pressure was acute: under Ontario law a staked claim must be recorded within 30 days. Since none could be recorded until all were in hand—lest the secret get out—this meant the whole operation had to be wrapped up inside one month.

Mining licenses for the stakers were bought a few at a time all over Ontario to avoid attracting attention. Geiger counters, sleeping bags, tents, axes, tons of groceries and black-fly dope were marshaled at Porcupine.

Then the staking parties attacked.

From South Porcupine waves of pontooned planes took off and headed southwest. Landing on the lakes that dot the Blind River area, the stakers jumped ashore and climbed through the rugged, rock-strewn jack pine country to the nearest point of the Z, rooted their staking posts into the ground and notched off trees into quarter-mile squares. From sunup to sundown they staked mile after mile of the Z contact, wherever their Geigers kicked. They kicked almost everywhere.

Emerging from some of the deepest, remotest bush one day, a party of stakers came upon a peaceful but disturbing scene. At the point where the Serpent River flows gently into Quirke Lake sat a small log cabin, and by it sat a man. The man was looking straight at them. His cabin, it happens, rests on the site of what may be the second largest uranium mine in the world, Algom Quirke. The man's name was Paul Westerfield, and he was a prominent Cincinnati, Ohio banker. He had come as far into the bush as he could for a vacation from the tensions of financial life at home.

Westerfield befriended the stakers, offered them the use of his cabin and asked polite but insistent questions. Finally, because of his help and kindness, the stakers took him into their confidence. The result was interesting for a man who was trying to avoid high finance. Although Westerfield saw some \$2 billion worth of ore taken out from under his feet, he did some staking of his own upon land immediately south which today is the promising Spanish-American Uranium Mines property.

Setting off the big rush

IN 30 days Joubin and Hirshhorn had nearly all of the Z they had set out to get. At 8 a.m. on the morning of July 11, the lawyers and engineers hit recording offices all over Ontario with a total of 1,400 claims in 56,000 acres, swamping the recorders. The news of the filing burst sensationally upon the mining world, setting off a monster uranium rush. Before summer was out 8,000 more claims had been filed by hundreds of prospectors and mining companies—some of the latter at long last convinced—and by now virtually every centimeter of land in an area 30 miles square around Blind River has been staked.

Diamond drilling revealed that the ore was exactly where Joubin had predicted it would be. The only thing he was wrong about was that it was there in far greater quantities than even he had foreseen. By September 1953 the Quirke property stood defined as an enormous mine, and next year will start producing 3,000 tons of uranium ore daily. Soon after, Joubin and Hirshhorn knew they had its twin at Nordic. Between them the two mines revealed a gargantuan ore reserve worth countless millions. The output for only five years of these two mines alone has been sold to the Canadian government in advance for \$207 million.

Hirshhorn has made roughly \$60 million out of Blind River in two years. Joubin, who invested along with Hirshhorn, has made about \$5 million. This money, he feels, has actually lowered his level of happiness, probably because he is concerned about what to do with the stuff. He wishes he could stop making so much. To avoid actual money, he never cashes any of his stock certificates, which ironically some days make him several thousands more. Joubin's attitude toward money stems from having seen too many people in his field ruined morally by making too much of it too quickly. "How many men," he says, "have you

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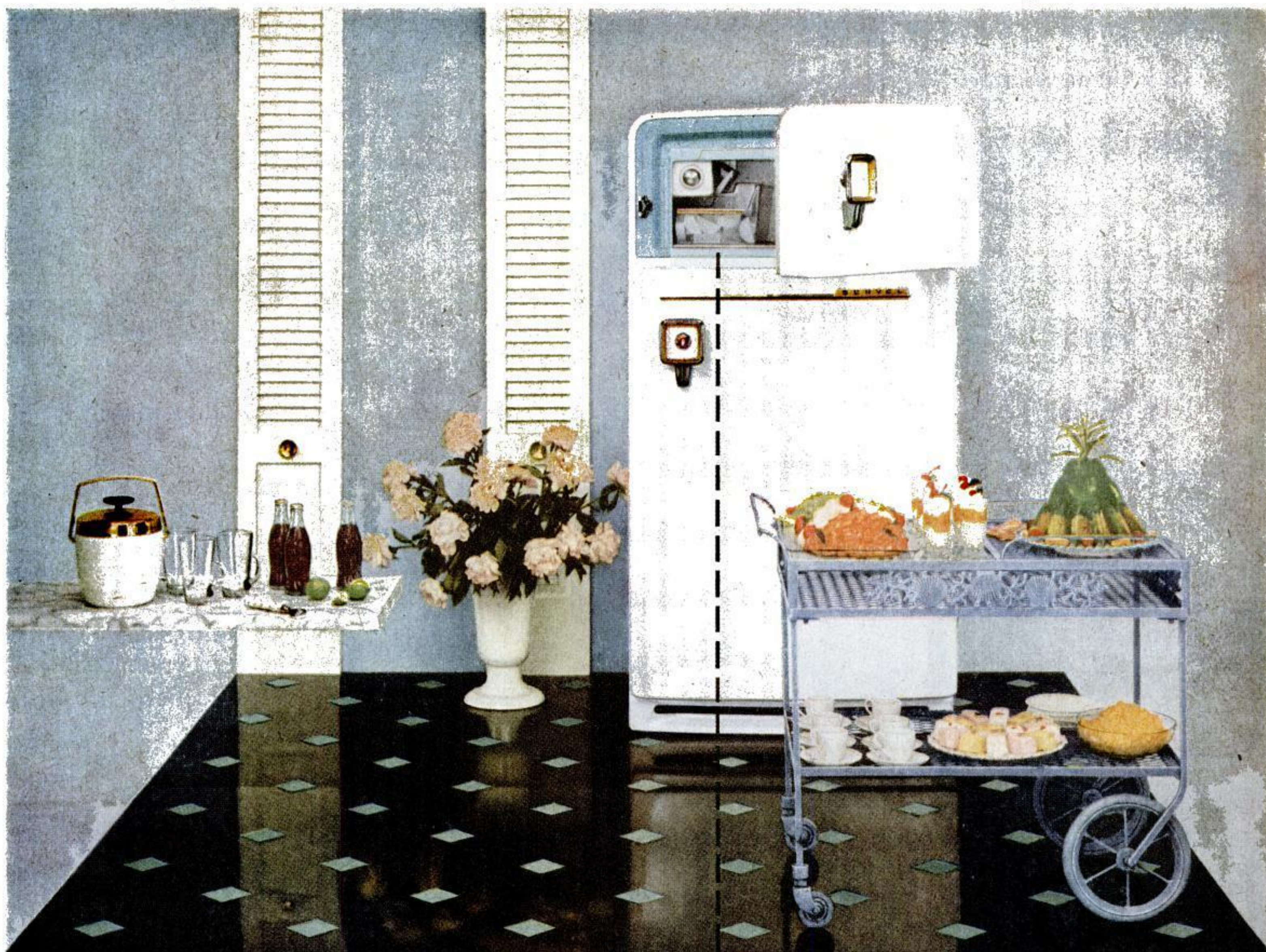
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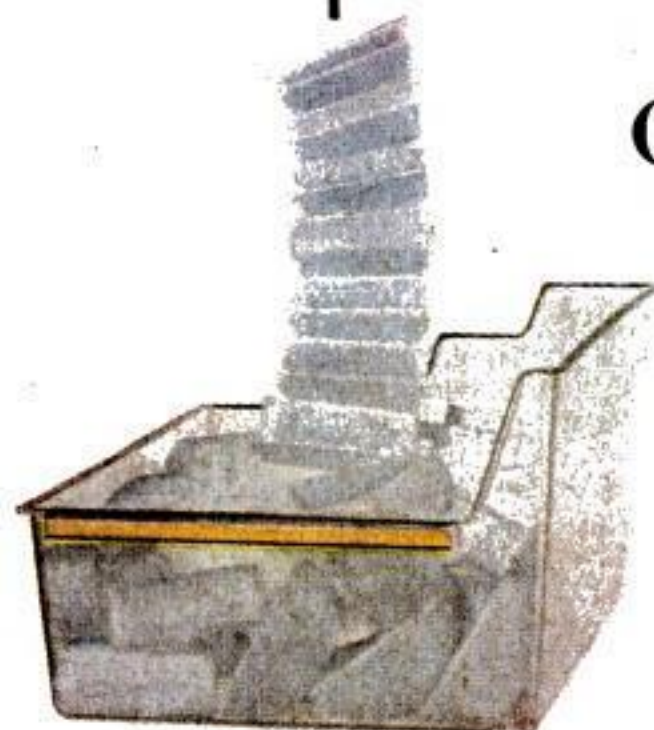
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gives such silent,
low-cost refrigeration

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seen money improve compared with the number you've seen money spoil?"

It certainly has not spoiled Joubin. He wears a 6-year-old pair of shoes. He bought his first two shirts with French cuffs recently but is too self-conscious to put them on, although recently, to prod him, his wife and 15-year-old daughter gave him sets of cuff links for Father's Day. He drives the same 1950 Chevrolet he drove before.

"From my point of view," he says, "a Cadillac and a Chevrolet are both practical vehicles, but the Cadillac is a practical vehicle purchased for display purposes. I'm not interested in display."

This is an attitude that deeply alarms Joubin's associates, who tell him, "Franc, think of your position!" "Hell," Joubin replies, "what's position?" He thinks much more these days about the uses to which his vast ore find may be put. Sometimes he is terrified that it might be used to upset nature's balance—by geneticists, for example. "Now that man has got his great big clumsy index finger right in the middle of that atom," Joubin says, "he may try to undo in a month or maybe days or perhaps seconds what it took the Creator of the universe a billion and a half years to do." More often he thinks hopefully of a time when the ore of Blind River will give man a new way of life. He likes to think of vast changes in the fields of medicine, agriculture and biology. He is charged with ideas for making radioactivity man's servant.

Meanwhile he is busy developing Blind River and being managing director of Hirshhorn's Technical Mine Consultants. "What Joe says in finance goes with me—he's got a brain like an adding machine," Joubin says. "Franc, he knows rock," says Hirshhorn, and what Joubin says there goes with him.

Human beings and three-toed sloths

IT seems impossible now for Joubin to escape the desk life he abhors. Sometimes he has to go to New York on business and is taken nightclubbing, which he considers an extension of desk life. He has sneaked out of some of the best nightclubs in Manhattan to go and stand alone on the corner of 42nd and Broadway, leaning against a lamppost for hours on end just watching the crowds. "The human being is the most amazing of all creatures. Purely from the standpoint of entertainment there's nothing to match him, including the three-toed sloth, which I used to stand for hours watching in French Guiana."

But to Joubin the most fascinating place in the world is still the bush, and he spends a considerable amount of time trying to talk young geologists into going there. He has found it almost hopeless.

"One of the tragedies of this business," he says, "is that these days the young geologist hesitates to go out and get his hands dirty. He wants to wear a white collar and sit behind a desk, make a down payment on a Buick and buy a house he can't afford. I try to tell him that if it's money he's interested in, prospecting is the most remunerative business in the world. You don't even need to be literate. But you can't find metals behind a desk."



THE BOOM GOES ON as Promoter Hirshhorn (at microphone) urges brokers to build up Blind River area. Because he was only man who would listen to Joubin's story, Hirshhorn has made \$60 million, is still Joubin's partner.

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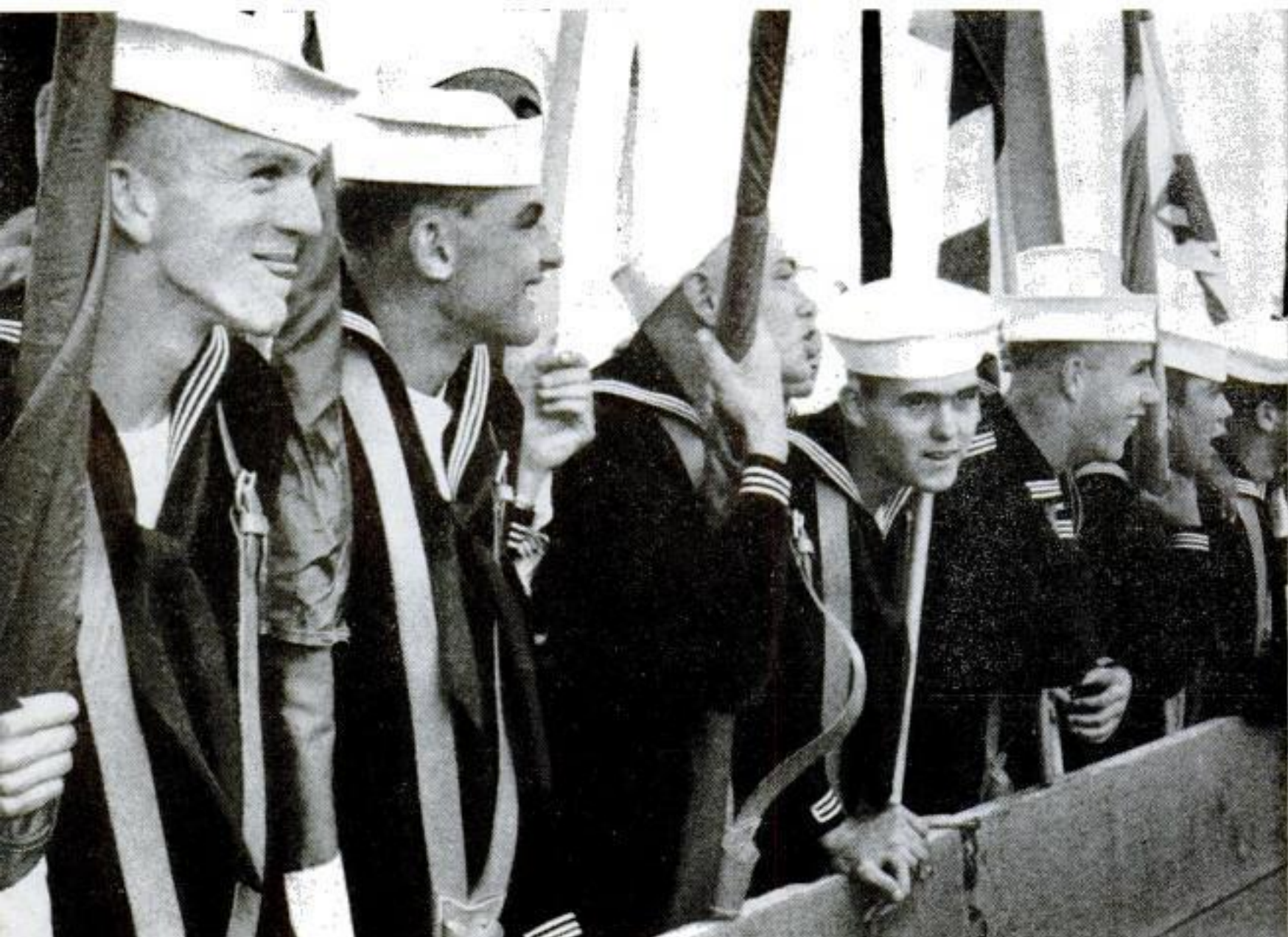


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BEAUTY SHOW CHAPERON

Mrs. McCreary shines but misses miss

Because Long Beach, Calif. is a seaport full of sailors, 75 pretty girls needed care and protection while primping and preening for last week's Miss Universe contest. This was attended to by the city's civic-minded clubwomen who served as chaperons. One of the most valiant of these volunteer workers was Mrs. Patricia McCreary who, as the ever-hovering guardian of Hanya Beydoun (Miss Lebanon) and Carolann Connor (Miss Georgia), put her planetary worries aside for 10 days and did all a chaperon can to make one of her girls Miss Universe. But Miss Lebanon and Miss Georgia let Mrs. McCreary down. Miss Sweden, it happens, won.



WHILE MISS LEBANON (CENTER) AND MISS GEORGIA LIFT THEIR SKIRTS TO



TIPS ON TECHNIQUE of hip-wagging, elementary stuff for all domestic and international beauty

contestants, are passed on to their chaperon, whom Miss Lebanon and Miss Georgia found an apt pupil.



CONICAL HAT, a tarboosh, is tried on by Miss Lebanon as Mrs. McCreary reviews contest rules.



ACCOMMODATE PHOTOGRAPHERS ON THE BEACH, MRS. McCREARY GATHERS UP SHOES AND PURSES



MOTHERLY SQUEEZE from Mrs. McCreary goes to Miss Georgia after she survived a beach parade.



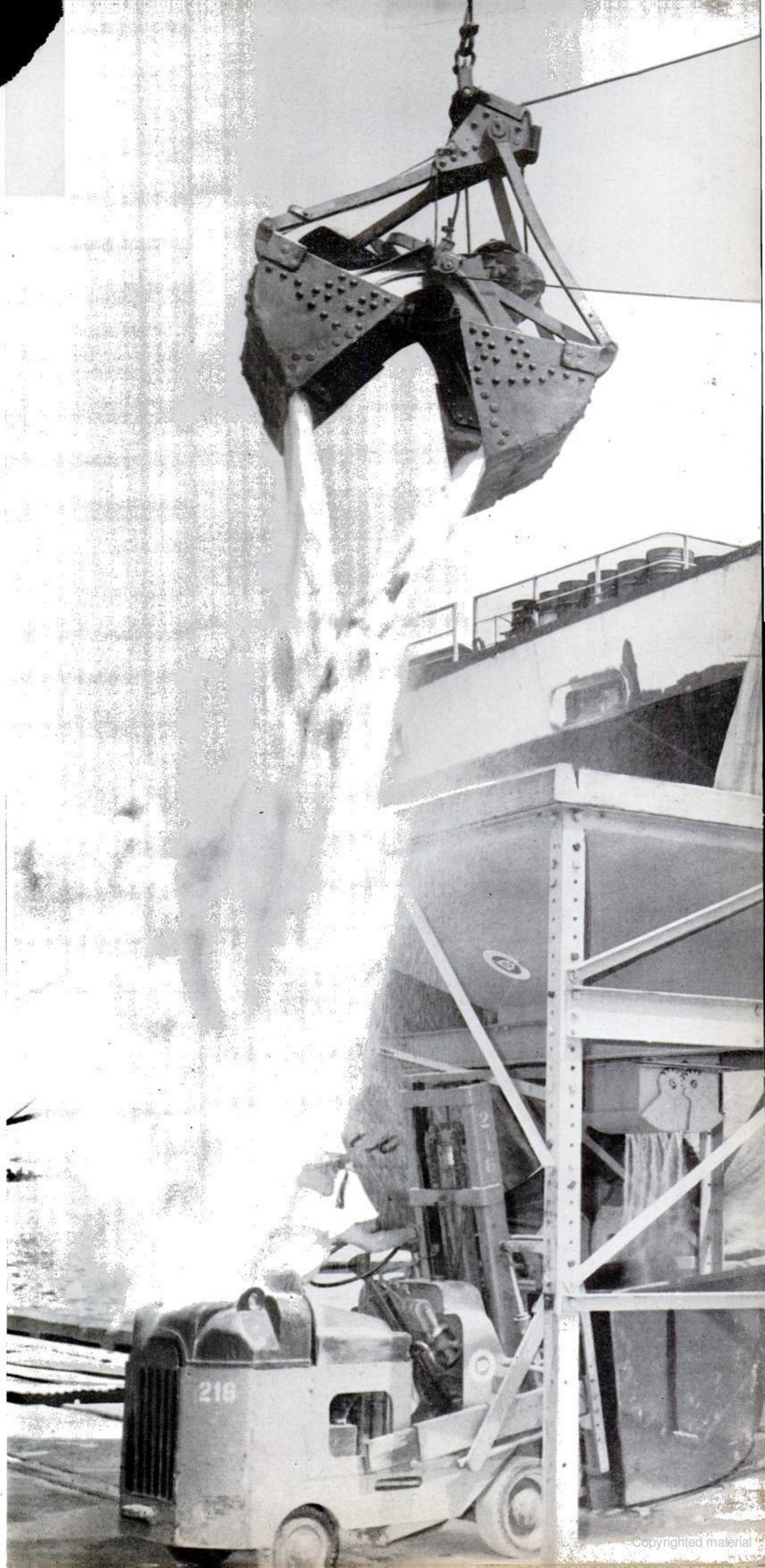
MOTHERLY SHOW of legs was used by Mrs. McCreary to teach Miss Georgia to hold knees together.

MOTHERLY KISS is planted on each of her girls by Mrs. McCreary as she leaves them for the night. →



TRUCKER TAKES A POWDER

Longshoreman Sid Willis was placidly sitting on his fork-lift truck on a pier at Morehead City, N.C., waiting to cart away another load of ammonium sulphate. A bucket crane operator was supposed to scoop up the powdery substance from a cargo ship and dump it into a huge binlike funnel from which it would then trickle into a box on Willis' truck. Just as Photographer Jerry Schumacher was passing by, the crane operator, moving from the ship to the target, overshot and let Willis have it. The startled longshoreman was uninjured by his dusty bath but in immediate need of another kind of bath.





Black pearls make this
Mexican oyster bed a

TREASURE TROVE



1 "You work under pressure in more ways than one when you skin-dive for pearls off Baja California, in Mexico. Even at a 'shallow' 3 fathoms, the pressure on your ears is something fierce. And your lungs feel ready to burst after 40 seconds below," writes William Paar, an American friend of Canadian Club. "If you're lucky, as I was, the Gulf of California pays you well for your efforts."



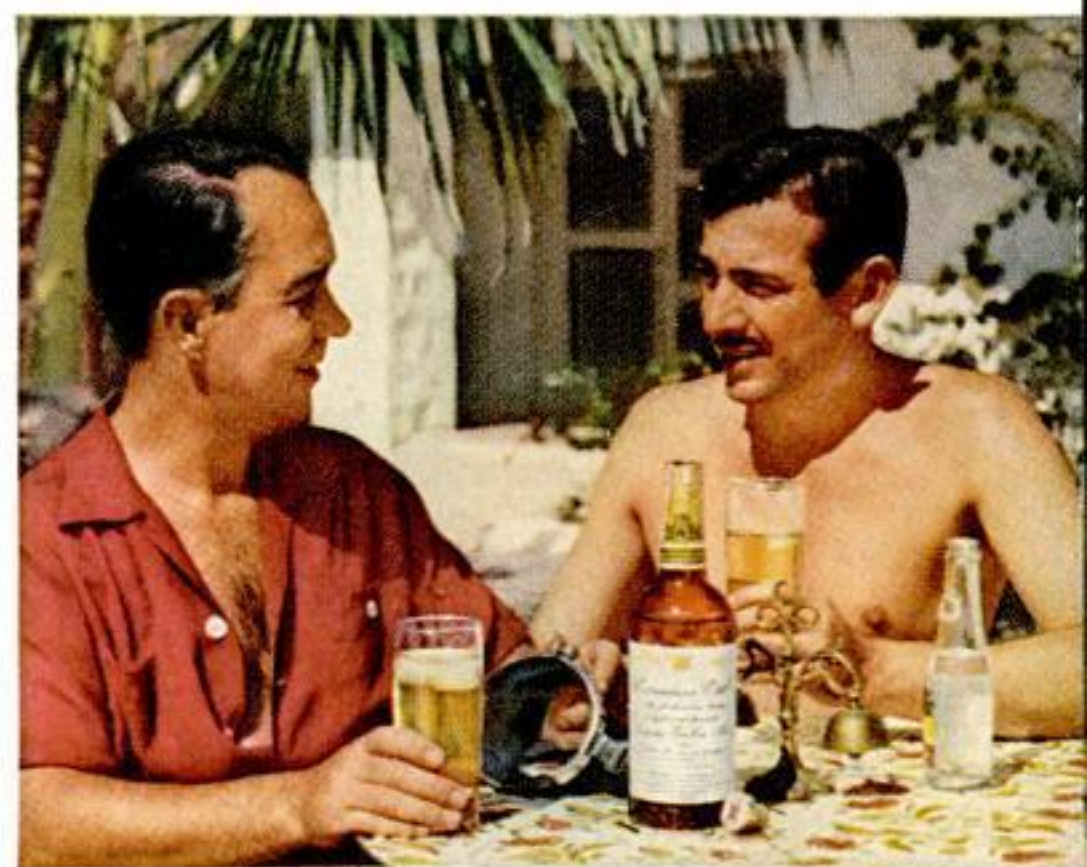
2 "Black beauty! The pearl I found, called a 'black' pearl though it's actually gun-metal gray, popped the eyes of my Mexican friends in Las Cruces. 'A real find, Señor,' they said. It would fetch a couple of thousand Yankee dollars back home."

5 "When the world is your oyster, you look forward to finding Canadian Club wherever you travel. And if my experience is any indication, you're seldom disappointed." Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.



3 "A fortune in matched pearls proved that Mexican pearl-diving is profitable. Natives dive as deep as 10 fathoms to snare pearls from the flat sandy bottom of the Gulf. One lustrous gem satisfied me. For even though a necklace may be worth over \$20,000, the diver himself gets little."

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



4 "The Spanish conquistador Hernando Cortez landed near here looking for gold. At the Las Cruces Ranch I found something almost as precious—Canadian Club!"

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

5 YEARS OLD

90.4 PROOF

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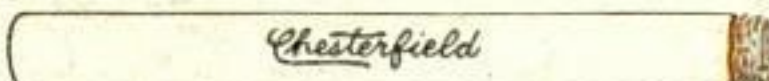
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